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A QUARTERLY LA SALLE COLLEGE MAGAZINE

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JOURNEY TO

A downtown market in Soochow bustles with cheerful morning activity.

THE MIDDLE KINGDOM

By James P. Sanzare

A La Salle graduate was in the first group of American teachers permitted to enter China to study its culture for educational purposes

The ancient Greeks spoke about a "sense of wandering" — when you set foot upon a foreign soil, you get greater insight. When one enters the People's Republic of China a person not only finds a new perception but discovers that he is participating in a very personal experience. What an earlier pilgrim found was not so for you. In spite of readings, briefings and the like, each one finds his encounter different, often conflicting. We were, for example, assured by the American Consulate in Hong Kong that there would be no air conditioning in China. How soothing was the feeling when, returning from our first full day in the humid south China Countryside, we found pleasantly cooled rooms. The Chinese weren't acting for all foreigners as Chinese were supposed to act! It is with this point in mind that I relate my journey to the Middle Kingdom.

The Walk across the covered bridge from Lo Wu in Hong Kong to Sham Chan in the People's Republic of China takes both a lifetime and only a few minutes. The entire panorama of Chinese history up to the events of the past twenty years passes before one as he says "I'm in," "I'm in." Then suddenly you are greeted by a customs official, taken through a minimum of formalities and seated for the first of many six course Chinese dinners, chop sticks et al.

Our stay in China was to become the most intensive, actively filled experience that one could imagine. We were constantly moving from 6:30 in the morning until 10:30 in the evening.

Everyone likes to claim a first for their China visit. We were the first group of American teachers permitted entry for the express purpose of studying Chinese culture and for collecting materials for developing curriculum upon our return. We were not to be tourists. This was a decided advantage. We didn't get the "grand" tour, we did not go to the Wall. Instead we embarked on a comprehensive, intensive program of learning and seeing much about China.

From what we were told and from what we experienced, many of the usual controls were off. We lived in communes, photographed, went into the fields, photographed, spoke with workers, photographed, went here, photographed, went there, photographed, looked behind the scenes, photographed. Even a serious thyroid operation with the use of acupuncture was not immune from our cameras. If one has been to a communist nation, you can appreciate this unlimited permission to take pictures.

Throughout the centuries Chinese have called their country *Jung Gwo* — the middle kingdom. There was no need to give it a name as other nations did for themselves. China was the center of the world and of civilization, everyone else was barbarian. There was no need to define it further. Again through the centuries, most Chinese suffered from a rigid class sytem and later from European exploitation. Today the class system is gone and the European only a memory. For the first time in many years China is master of its own house.

This is the spirit of the *new* China. But before continuing I must caution that while a miracle has taken place during the past twenty-five years, China is not heaven.

My special area of research for the trip was agriculture, particularly food production. In one character from their language, in one word, the Chinese have summed up the whole question of agricultural importance, feeding 800 million, and the primacy of its leading crop — rice. The word is *"fan"*. In Chinese it means both food and rice.

When one speaks of agriculture one must look to the commune — the focal point of Chinese development and livelihood and it was here that we spent most of our time. Initially, the PRC relied upon institutional changes — the collectivization of rural life — rather than investment of capital or the application of scientific methods to stimulate agricultural growth. Some short-term results were good but long range developments were disasterous. The commune was the last attempt along this institutional line.

Today we found greater state investment, attempts at modern techniques, peasant incentives and cultivation of small plots the word and are boosting production. The commune remains the unit of activity. Even in world trade, I discovered the Chinese mixing ideology and good business sense. In constructing their economy, they depend on agriculture for capital accumulation and trade. Much of China's hard currency comes from the sale of rice. During last year's severe world rice shortage which hit its peak during our visit, China purchased grain abroad not so much to alleviate the home shortage, but to enable her to sell higher priced rice overseas.

There is much misunderstanding about the commune as a result of its original organization. It is not the once publicized military-type institution complete with army barracks. Today a commune is generally a much larger phenomenon. It might be compared to an American township in size with scattered villages and settlements but all under the same control. More than 80% of China's 800 million people live on communes which are also the basic political, economic and social unit. There are 70,000 of them varying in population from 10,000 to 90,000. Bringing together both economic aspects and the work of local government, it becomes responsible for agriculture, industry and trade, education, health and welfare, and the militia.

A commune is a large collective owned by all its members with the basic unit the production team handling the organizing of labor power, income and distribution, bearing losses itself and keeping most of the profits. The commune is run by a Revolutionary Committee of about twenty five persons including professional managers. The production teams sell their crops to the state and use the income from this sale to pay a small agricultural tax to the national government (there is no personal income tax), production costs and health and welfare. An additional amount is set aside in a public accumulation fund and another sum is distributed to members as income on a complicated workpoint system which takes into account political awareness as well as contributions to collective labor.

The only private enterprise takes the form of "private plots" covering a certain percentage of the commune land. These can be used for growing crops or for adding to a family's food supply. Usually 25% of a family income comes this way.

What did we see as we looked about the commune? Travelling across the farm land, moving from commune to commune, often meant mile after mile of unpaved, narrow roads — these were the only "highways." Developed mainly for the cart and animal, our car and bus would constantly send up clouds of dust.

In the fields men, women and young people planted or harvested crops by hand with only an occasional primitive hand driven machine to help. Few tractors were visible. The plow and scythe were the implements of the day. Guided by a sturdy hand,

He saw much more of the country than the average tourist.

these tools plant and harvest the crops of China. The whole process was so simple. Life was so simple, so integrated with the land.

A walk from the bus to a settlement meant stepping on husks of grain spread over the paved or hard-soil areas, roads, pathways, or basketball court. A common sight found young people tossing the grain into the air permitting the wind to take the chaff. This might have been America in a past age. Now it was the *New* China.

One has to place himself in China before 1945. One has to place himself in the life of the Chinese peasant before that year to appreciate the situation. Looking out from this vantage point, we see a different land where the peasant tirelessly, and more significantly, hopelessly struggled to work out a living. Often the burden, the debts were so great that one resorted to desperate measures. One 63 year old gentleman told us how as a child his family had to sell two aunts and later his mother for rent payments. The interest from money lenders was often as high as 200-300%. "Just like a snowball rolling on snow. It got heavier and heavier. We never knew how much we owed." The devastating diseases were widespread—cholera, smallpox, plague. Children who starved to death were spared the agony of suffering from sores and prolonged pain.

Today as we looked over the flowing well-tilled fields, innumerable sources of water, we saw teenagers happily working the fields, youngsters playing, workers having a basketball game during a break (basketball is the national sport!). I experienced this. We did have time to break away from the program to join them in the commune swimming pool. I have travelled many nations, eight weeks in the hopelessness of India the summer before and have never seen healthier, sturdier young people. What a generation the Chinese are raising!

A typical commune home is a 20 x 15 foot single floor structure made of brick or stone. It is divided by partition to include a room each for parents and children. The living room might include a table, chairs and a cabinet of some type. A small yard adjoining the building also provided the kitchen. The home is old and worn but neat and tidy. It contains the basic necessities but what is important is that it is theirs, a home of their own—something they never had before.

One might question whether we had been taken to "show" communes. We very likely were. There are poor areas, many with extremely low standards of livelihood. The tourist, the visitor doesn't see these. But I believe they are poor only because the government does not have enough financial, technological ability and skill to change it now. It is going to take a long, long time.

Just a few words on other aspects of society. It appears to be a totally honest one, very puritanical in manners and relationships. You have probably heard the stories of no keys for hotel rooms and how one can't lose anything or throw it away. It is an egalitarian society. China's new class is unlike that of the Soviet Union or any other communist state. Its elite has power but nothing else. The national theme, the national cry, the national invocation is "Serve the People" and this idea seems to be strongly adhered to.

I may be painting a picture of a struggling, spartan nation. It might sound somewhat of a romanticized version of the real thing. I think we should look at other circumstances. The foreigner who thinks everything is wonderful is probably not occupied with China but with his own dream. There are reports and signs of uncertainty. This is reflected among the youth. It was exciting to see their spirit at work. But there were problems. Mao recognized this and attempted to remedy it with the Cultural Revolution.

The young children believe and follow the "line" but a change seems to take place in high school. They begin thinking of the future. They don't want to go to the farm where most are assigned. There is no choice. Some run away to the city, become vagabonds. Some escape to Hong Kong. We were told that refugees from China during the past year were the greatest since the last record was set.

As a teacher what did I find in the *new* China? In order to increase literacy since the Cultural Revolution, China has cut both primary and secondary education each from six to five years making a total of ten years for schooling. Teachers can now reach more people. This does not mean that everyone—or even a respectable number—complete ten years of education. Perhaps finishing primary is the rule.

High school graduates do not aspire to college as some American students might. For the great majority, high school is the end. Upon graduation students will be sent to the commune or factory. On the commune they will work the soil and perhaps spend the rest of their lives there.

Can students aspire to college or a particular vocation or job? The answer to this question whether from student or parent is "I will go where the party wants me to best 'serve the people'." This decision is made by the local party committee. There were a few exceptions as far as aspirations were concerned. One father said he wanted his son to be a teacher and quickly added "to better serve the people." Another mother reacted quickly saying

Posters and newspapers are often pasted to such structures as this palace gate in Peking. This is one method by which Chinese officials disseminate information to the citizens.

A portrait of Mao-Tse-Tung sits above a closed theatre in Shanghai.

her son was "too young" when we suggested he might want to join the People's Liberation Army. Ultimately it is the party that will decide one's future.

In the schools everyone takes the same course. Obviously there was much stress and time devoted to political indoctrination. In the shop classes there were practical experiences as student made wooden boxes for use on the commune. Students spend time each day caring for the miniture farm found on all school grounds. Physical activity is also an important part of the school program.

Every classroom is decorated with a large portrait of Chairman Mao with an appropriate quotation as "Study well. Make Progress every day." The rear wall was usually covered with portraits of Marx, Engels, Lenin and Stalin—the latter a surprising addition. During our tour students and teachers were on summer vacation. However, in each community both volunteered to attend school on the day of our visit to demonstrate the institution in operation!

As for higher education, the impression—at least in Sun Yatsen University in Canton where we attended a seminar—was that enrollment is being limited severely. There were only 1,000 students at this famed institution which numbered thousands before the Cultural Revolution. The rector of the university, by the way, was a Harvard Ph.D.

One has many experiences in the People's Republic—too many to relate here. There were the many cultural and sporting events where we were taken to front seats—often with the team—as the audience applauded our entering. Later we were invited to participate actively. We lost the basketball, ping pong and swimming invitations but our host graciously said everyone played for the sport of it! There were the 5,000 people turned out in one community to greet our group. The events went on and on for "our American friends." After all, we were told, "Americans have *always* been our friends."

What was my major personal impression? I had always pictured China as *the* regimented nation. Ring a bell and three million people turn out to remove snow from the street before the American president's visit. It is regimented. Thought, work and some aspects of life are. To the surprise of many American radicals, people are more receptive to orders. There is much authority at higher levels. People snap at higher authority. But there is a difference. I saw the family in a relaxed situation at the end of the day—I should say a normal situation. Kids did what children do everywhere. People walked the streets, met one another and did those things found in neighborhoods in any city or town. Big Brother wasn't always watching. Perhaps there are too many to watch. He wasn't always blowing the whistle. Family life was as strong as ever. Family activity took up the hours after the regular work day. This relaxation impressed me much.

If it was not physical regimentation there certainly is intellectual sterility. This might be the most serious indictment of the system. The mind is totally controlled. There is no free expression. There is no choice. "The party will decide" is the standard answer. It is a static, bland, dull society despite the entertaining ballet, operas, sports and cultural activities. Of course, all of these are party controlled. All are used to achieve whatever goals are desired. All are ideologically motivated.

How much coercion is there? This is difficult to ascertain. To be fair, we must again look at China through history. Mao succeeded because he put food into the stomachs of the masses, food which was lacking for centuries. Human dignity has been restored; dignity that had been eroded by the mandarins, dynasties, landlords, warlords, foreigners, and corrupt officials. Starving to death was one of the most widely practiced free enterprizes of the past.

In conclusion, I cannot say I have been to the 21st century. On the contrary, materially, I've been to a very poor, extremely poor society. Spiritually, and it may be blasphemous to use this word, I have seen a very dedicated, committed people.

If one can forget the past, the human sacrifices during the early days of the People's Republic, let bygones be bygones, then today's China deserves credit. What the Chinese people have done is incredible, but what they have to do is staggering. ■

Mr. Sanzare, '53, received his master's degree in Asian Studies from New York University where he edited the ASIAN NEWSLETTER. He is a teacher at Philadelphia's Abraham Lincoln High School.

IMPRESSIONS OF THE "THIRD WORLD"

By Murray Friedman, Ph.D.

Indian pilgrims at the Taj Mahal, one of the seven wonders of the world

The usual flowers were absent and the crowd listened silently in front of the Red Fort in New Delhi as Indian Prime Minister, Mrs. Indira Gandhi, sadly urged patience in the struggle with the myriad of problems facing the nation as it celebrated Independence Day on August 15, twenty-seven years after its founding. But in Calcutta later that day, as we headed for the hotel after debarking from the plane, effigees of government officials were swinging from lamp posts and the public mood was grim and angry.

In one form or another, India's problems of poverty and unemployment, drought mixed with sudden floods, and widespread corruption hover over much of the "third world" as the summer ended. Hunger that makes the poverty of slums and rural areas of America seem almost pleasant by contrast haunt huge sections of Ethiopia and India. A newspaper can still report a farmer selling his child for 35 rupees—about $4.50. And one watches an old man, his body encrusted with running sores and swarms of flies, lying abandoned and dying in the street.

Galloping inflation and high taxes are adding to the misery and have made the "parallel economy," the euphemistic term for the black market, the major economy in India, according to local experts. In Kashmir, gas cost us 16 rupees for a little over a gallon, more than $2.

The problem of poverty is compounded by a population explosion that is outdistancing gains made in scientific food production in recent years. Between 1961 and 1971, India's population grew by 108 million people. This is more than the entire population of Japan. If this growth continues—and everyone we spoke to admits the government's birth control program has failed—her population will have risen from its present 547 to 934 million in 1991 and to 1.2 billion in 2001.

"The problem is attempting, in the short period of 27 years of independence, to graft onto a traditional, agricultural society a

Meanwhile In South Africa: The Ordeal of Change

Suppose the U.S. government announced it was developing plans to send blacks living in North Philadelphia and other "white" areas back to "homelands" in the South. This is as close a parallel as I could find in our own country to the program the Nationalist Party in power in South Africa is pushing to meet the forces of change closing in on this racially obsessed society.

That pressures for change are mounting is evident from discussions held with leaders of varying shades of opinion in South Africa this summer during a tour. Among the signs are the following:

—•Powerful new pressures in the wake of Portugal's liberal coup moving its colonies closer to independence and making portions of South Africa's borders a freeway for hostile forces.

—•The results of last April's election in which the strength of the integrationist Progressive Party with only one number in Parliament during the last twenty years—the extraordinary Helen Suzman—rose to seven.

—•Growth of a black and "coloured" (racially mixed) middle class and the increasingly important economic market provided by this group. On July 7, for example, the *Johannesburg Sunday Times* reported the formation of the largest and fastest growing life insurance firm in the country made up of whites and "coloureds" which will concentrate on getting black business.

—•Lack of or intermittent enforcement of certain apartheid laws such as those barring blacks from white areas at the close of the business day.

—•Extraordinary open discussion and criticism of govern-

Poverty, Corruption, Galloping Inflation and the Population Explosion

modern, industrial state," Professor Satyendra Tripath, head of the Sociology Department at Uktal University in Bhubaneswar, said as he served us tea in his office. As he spoke, Uktal was closed as a result of a student strike over the failure to grade 1973 examinations and the government takeover of the institution. Widespread corruption has increased the sense of paralysis and inertia at all levels of society. "In India, no one gets fired except for being caught stealing," one knowledgeable observer told us.

Everywhere in India and countries in Africa we visited, the collision between old ways and the struggle to fashion something new was evident. Cows and goats roam undisturbed over the steps of Addis Ababa's modern and exquisite City Hall. An Indian film maker who has won a prize at the Cannes Film Festival says matter of factly he believes in reincarnation and thinks he knows who he will be in the next life. In his *Song of Lawino,* a young black poet now teaching in Nairobi, Okot p'Bitek captures the pain of a village wife lamenting her westernized husband's desertion of her and tribal ways in pursuit of a more "modern" woman.

Religious and caste distinctions continue to permeate the life of these societies even with the white, colonial oppressor gone. The Kikuyus—Kenya's WASP's—dominate the political and economic life of the country to the disadvantage of other groups. India lives uneasily with its large Moslem minority and has fought three wars since independence with Moslem Pakistan. Her "untouchables" still face discrimination and even violence although their position is protected by the Constitution which even guarantees a minimum number of places in parliament.

Probably my association with a Jewish agency brought out many and usually friendly questions about Jews in American life and their relationship to Israel. In one instance, at the University of Kenyatta in Nairobi, the questions grew nasty. After responding to a student who sought information on whether American foreign policy in the Middle East was not a response to Jewish pressures—and receiving an answer that geopolitical factors, including concern about Soviet influence in the area was more critical—other students persisted. Was it not the influence of "Jewish bankers" and the Rothschild interests? They found it hard to believe that Jews, along with Polish and Italian Catholics are found in very small numbers in the "executive suites" in major banks, industrial and insurance companies here. Most African countries, incidentally, that had thrown out highly regarded Israeli technical assistance programs either before or during the Yom Kippur War and broken relations with that state to gain favor with oil-rich Arab nations were finding their problems exascerbated by highly inflated oil prices.

One senses overall a certain vitality, durability and movement toward change in most of these countries although they are in deep trouble. Ethiopia was in the midst of a largely bloodless revolution against a reactionary and corrupt regime when we arrived. The young, particularly, are beginning to challenge traditional authority and backwardness. Nazier, a houseboy in Kashmir, will be married next year to a girl chosen by his parents but his employer's son, Rashid, who wears bell bottoms and has been to school for twelve years selected his own wife. A student mass movement in Gujarat that toppled the state government there fizzled out but another started up in Bihar and Uttar Pradesh may be next. This is a significant shift from the endless complaining and helplessness in the face of the many problems facing India.

Now economic and racial factors threaten further turmoil.

ment policies in this normally controlled society in Parliament and in English as well as Africaner newspapers.

Perhaps the strongest indication of the winds of change blowing is the bitter debate that broke out during my visit in the Nationalist Party that has controlled the government for 27 years between its liberal ("verligte") and conservative ("verkrampte") wings. Both sides favor separate development for African homelands leading ultimately to independent black states. The "verkramptes," however, seek to retain most of the apartheid laws and refuse any further concessions on mixed sports, social matters and the "coloureds." The "verligtes" regard present discriminatory laws as interim measures ultimately to be abolished and seek a new political deal for "coloureds" and Asians. In spite of escalation of hard-line rhetoric by Nationalist government leadership, the fact is they have embarked upon a "pragmatic concessionary approach," mild by American standards, which nevertheless is the proverbial foot in the door.

Separate development is the key to government strategy and, on the surface, it can be made to seem plausible. Here in the U.S., a number of black and white liberal leaders have been pressing recently for community control as a practical recognition of a racially divided society. Interestingly enough, some of South Africa's strongest civil rights leadership is coming from African homeland figures such as Kwa Zulu Chief Minister, Chief Gatsha Buthelezi who *Time* nominated recently as among the 150 men and women likely to become the world's new leaders.

However, Progressive Party leaders such as Mrs. Suzman and Rene de Villiers have attached separate development as a flawed concept. They point out that much of the land in the homelands is barren. Nor does the strategy take into consideration the urban black who has lived and worked in the cities for generations. "It is the height of semantic gobbledegook," says de Villiers, himself a descendant of an old South African family, "to officially designate blacks as

were some of the prominent problems.

In spite of occasional references to the need for a dictator, India's democratic roots have also been put down firmly. Government leaders are subjected to scathing criticism by newspapers and average citizens. The day we attended the question hour of ministers of the ruling Congress Party in India's lower house, they were being barraged by searching questions on the food shortage, alleged inept handling by the government of a trade fair and even the efforts of a minor government official to force his unwanted affections on a telephone operator. (On the last, the legislator wanted to know what the government intended to do about that!)

In contrast with the problems of India and other "third world" countries, our problems can be seen in much better perspective. Even Watergate. As the impeachment drama played out its last moments this summer, admiration for this country grew. A Communist oriented newspaper in Bombay headlined the story, "America's Finest Hour." The Calcutta Bengali daily, *Ananda Bazar Prtrika,* summed up Indian Reaction when it wrote editorially Watergate "proves how strong the foundation of real democracy is in the United States, although we might have sometimes doubts about certain behaviours in that country." That says it for most of us, doesn't it? ■

Dr. Friedman is regional director of the American Jewish Committee and teaches courses on minority problems and urban sociology at La Salle. He and his wife, a guidance counselor at George Washington High School, visited Africa and India this summer under the auspices of the U.S. Information Agency where they lectured on ethnic and racial problems and guidance counseling in the U.S.

An old man in Western India holds a child whose gummy eyes are attacked by flies. Such bleary eyes and skinny frames are typical of those without sufficient food.

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temporary workers living in white areas permanently." Besides, black labor is absolutely essential in the so called "white" areas. Most important of all, blacks are not being consulted as to whether they want separate development.

A visitor cannot help being affected by the tragedy inherent in the white, Africaner search for identity and the struggle of blacks and "coloureds" for basic human rights. There can be no justification for barring blacks in "white" areas from owning land, enjoying free public education and forced removals to the "homelands" or dehumanizing, apartheid practices such as separate buses and even building elevators. (In the latter instance, our "verligte" Africaner host ruefully said he had a very "verkrampte" building superintendent.)

The Africaner has built his society on a minority group psychology of his own rather than a swaggering racism. South Africa has 15 million blacks, 2 million "coloureds," 600,000 Asians and only 4 million whites. The Africaner's personal fear grows out of his small number in the population, the traditional conservatism of rural oriented and oppressed (by the English) people, and a continent and world that is increasingly hostile to apartheid policies. Even today, although Africaners are coming up fast, most of the wealth in the country is still in English hands.

So the racial struggle goes forward in South Africa like a Greek tragedy. The whites—Africaners and English—who themselves come out of a long tradition of freedom fighting and open discussion find themselves utilizing a quietly efficient system of repression. As I left South Africa, Newspapers reported that Jimmy Breslin's *World Without End* and Kurt Vonnegut, Jr.'s *Breakfast of Champions* had been banned. The forces making for change and the idea of human freedom itself, however, cannot be banned. ■

— —M.F.

THE STORMY REFORMATION OF

Throughout the past twenty-five years, Philadelphia politics has undergone several distinctive changes of direction. From the conservative Republican party-business alliance of the "private city" of the 1940s to the dynamic pluralism of the Democratic party reform movement of the 1950s and early 1960s to the fragmentation of the Democratic party and the rise of independent black political leadership and middle class white-ethnic conservatism in the 1970s, Philadelphia politics has twisted and turned as new groups have entered the political arena. With each twist and turn, moreover, the city's politics has altered the tangible distributions of physical and material benefits among its competing groups.

For most of the first half of the twentieth century, Philadelphia local politics remained under the control of an alliance of the Republican party organization and the major business interests in the city. That conservative alliance actively sought to avoid public controversy by restricting public access to policy-making and by minimizing the taxes imposed upon the city's business establishments and middle class property owners, and, in so doing, failed to respond adequately to the physical and social needs of the growing number of poor people, blacks and Puerto Ricans who migrated to the city in the years after World War II.

Despite the national success of its Presidential candidates in the 1930s and 1940s, the Democratic party in Philadelphia remained an ineffective, loose alliance of local ward leaders who failed to challenge Republican supremacy in the city. Content with the share of patronage and contractual rewards allotted to them by the Republicans, Democratic party leaders of that era failed to mobilize either the unions of white ethnic blue collar workers or the lower income, nonwhite families moving into Philadelphia. Lacking any effective competition between its political party organizations, Philadelphia politics stagnated. Growing problems of housing, public transportation, urban renewal and education went unattended.

By the late 1940s politics in Philadelphia began to change through ferment within the Democratic party. With the support of the Greater Philadelphia Movement, an alliance of approximately fifty businessmen and lawyers formed in the late 1940s to challenge the corruption and ineffective leadership of the incumbent Republicans, the "Young Turks" led by Joseph Clark, Richardson Dilworth and James A. Finnegan gained control of the Democratic party organization. Through their leadership, the Democratic party revitalized its organization, mobilized the labor union and black community support, and successfully challenged the incumbent Republicans. In 1948 Dilworth and Clark were elected Controller and Treasurer of the city. In 1951 Clark was elected Mayor and Dilworth District Attorney. In 1956 Clark was elected to the United States Senate, and Dilworth succeeded him as Mayor, a position which he held until 1962 when he resigned to run unsuccessfully against William Scranton for Governor of Pennsylvania. Clark and Dilworth's electoral successes completely altered the map of Philadelphia politics. Throughout the 1950s and early 1960s the Democrats controlled the Mayor's office, the City Council, and the District Attorney and City Controller's offices and effectively replaced the Republicans as the dominant party in the city. For over a decade, the reform allies within the Democratic party controlled the city government without any actively organized opposition from the Republicans.

During their tenure in office, Mayors Clark and Dilworth initiated sweeping changes in the structure, programs and finances of Philadelphia politics. In 1949 the Commonwealth General

OF PHILADELPHIA'S POLITICS

By Fred J. Foley

Assembly yielded to the reform allies' pressure and approved a Home Rule which authorized the City Council to appoint a bipartisan Charter Commission to revise the structure of the city's government. Through the formation of the Citizens Charter Commission, the Greater Philadelphia Movement and the reform leaders of the Democratic party organized hundreds of business, legal and civic leaders to pressure for Home Rule reform. As a result, the Charter Commission recommended and the voters of Philadelphia approved the Home Rule Charter in 1951. The new City Charter consolidated executive and administrative powers in the Office of the Mayor, the focal point from which the reform allies dominated city politics. The new Charter assigned to the Mayor the power to determine the form and content of the city's budget, limited the City Council's power of appropriation to lump sum items for each city agency, divested the Council of its power to confirm of veto most mayoral appointments, and created a Civil Service Commisson to reduce patronage and corruption in the selection of city employees.

Throughout the 1950's the reformers within the Democratic party utilized the enlarged powers of the office of Mayor to institute changes in the city's substantive programs and taxes. While concentrating upon the city's physical needs, the reformers aimed to produce immediate, tangible improvements in the delivery of city services. By opening city policymaking to a wide range of business, legal, labor union and civil rights organizations, the reformers attracted the breadth and depth of community support needed to make reform a reality. Through Clark and Dilworth's leadership, the city undertook a massive program of physical urban renewal, beginning with the development of Penn Center west of City hall, and expanded and redeveloped the city's public transportation system. During the 1950s, however, the reformers had little effect on the public schools of the city. Despite increasing evidence that lower income, nonwhite children were failing in the school system, the reformers were unable to challenge the Board of Public Education's conservative practices because of the historic isolation of the school system from city government. It was not until the early and mid 1960s that the reform allies, especially the Greater Philadelphia Movement, turned its attention to the problems of the public schools and mobilized sufficient community pressure to produce a "new" reform oriented Board of Education under Dilworth's leadership. Both the Clark and Dilworth administrations willingly accepted the added financial burdens created by their programs to improve the physical facilities of the city and school system and to recruit additional qualified personnel for the city's administrative departments. During the 1950s and early 1960s both administrations steadily raised the city's real estate and wage tax rates. Dilworth, in fact, repeatedly campaigned on a platform of higher taxes for improved and expanded municipal services. The positive voter response during the 1950s and early 1960s to that appeal signified the extent of community support for reform and the success with which the reformers allied themselves with the politically powerful community groups in Philadelphia.

The reformers of the Clark and Dilworth administrations, however, failed to solidfy reform sufficiently within the Democratic party organization to guarantee its continuation after their departures from city government. The reformers ruled Philadelphia through electoral control of the mayor's office rather than through penetration of the Democratic party's ward-based organization. Although the reformers captured the leadership of the city government, they never attempted to extend their control downward through the city council and through the ranks of the party's organization. Following Dilworth's resignation in 1962, the mayor's office passed to the President of City Council, James H. J. Tate who was more a product of the ward-based Democratic party organization than either Clark or Dilworth had been. Throughout the 1950s and early 1960s the reformers had remained outside of the Democratic party's ward-based organizations, and, once the reformers had vacated the mayor's office, power in Philadelphia politics passed to individuals whose political roots lay in that party organization.

Since the reform allies abandoned their control over city government in 1962, several trends have emerged which have shaped the character of contemporary Philadelphia politics. During the past decade, repeated conflicts within the Democratic party have fragmented and imperiled its hold over city politics despite the party's success in controlling the mayor's office and the overwhelming majority in the City Council. The most frequent conflicts have involved the Chairmen of the Democratic City Committees and the two most recent Democratic Mayors of Philadelphia, Tate and Frank Rizzo. In 1963 the City Committee under the chairmanship of William Green, Jr. backed Mayor Tate, who had succeeded Dilworth, for reelection, and Tate easily defeated the Republican candidate, James McDermott. In 1967, however, the chairman of the Democratic City Committee, Francis Smith, who had been selected chairman when Green died in 1964, opposed Tate's reelection and the City Committee endorsed Alexander Hemphill in the primary. With the strong support of organized labor and the city employees, Tate defeated Hemphill by 70,000 votes and then narrowly defeated the Republican candidate, Arlen Specter, by 9,000 votes. Tate's victory enabled him to demand Smith's resignation and to assume control of the party organization through subsequent chairmen: William Green III, Joseph Scanlon and Peter Camiel. In 1971, the City Committee, with the unified backing of Mayor Tate and Chairman Camiel, endorsed Police Commissioner Frank L. Rizzo for Mayor, and Rizzo successfully defeated both his Democratic opponents in the primary, William Green III and Hardy Williams, and his Republican opponent in the general election, Thatcher Longstreth, despite the support of the core of the reform allies—the Greater Philadelphia Movement, Joseph Clark and Richardson Dilworth—for both Green and Longstreth. Following Rizzo's election, however, the party again fragmented over Rizzo's opposition to Democratic candidates for President, District Attorney and City Controller endorsed by the City Committee. As a result, both Chairman Camiel and City Council President George Schwartz have announced opposition to Rizzo's renomination for a second term as Mayor, and Mayor Rizzo unsuccessfully attempted to oust Camiel as Party Chairman.

The problems of the Democratic party in Philadelphia during the 1960s and early 1970s typify the problems of a one party system in American politics, with fragmentation and conflict within the dominant party and its potential for stagnation and corruption. As the party has solidified its control of the city government in the 1960s and early 1970s, it had returned to the patronage practices of previous eras of one party Republican control. Although Mayors Clark and Dilworth endorsed and implemented the reform movement's emphasis on civil service

Political power in the Quaker City has twisted and turned from one party to the other in the past quarter-century.

and non-political employees, Mayors Tate and Rizzo have readily used patronage hirings and firings as a means of solidifying their control of city politics. During the same period, the Republican party in Philadelphia experienced a brief revival and then a sudden, unexpected decline. Throughout the 1950s and early 1960s the Republicans were reduced to the barest minority representation possible within City Council (three members) as the Democrats secured the Council majority, the Mayoral office and the offices of District Attorney and City Controller. In 1965, however, the Republicans began a revival as Arlen Specter interrupted the Democrats monopoly on city politics by defeating James Crumlish for District Attorney. In 1966 Specter narrowly lost the Mayoral election to James Tate by 9,000 votes, and in 1969 Specter and Tom Gola easily defeated their Democratic opponents for District Attorney and Controller. The Republican revival, however, proved to be short-lived. In 1971, Frank Rizzo easily defeated the Republican challenger for Mayor, Thatcher Longstreth, and in 1973, Democrats F. Emmett Fitzpatrick and William Klenk surprisingly defeated Specter and Gola's bids for reelection, thus returning the Democrats to their monopolistic position within city government.

Democratic party politics in Philadelphia of the 1970s, however, is fundamentally different from the reform era of the Clark and Dilworth administrations. In four areas—the taxpayer revolt against higher taxes in an era of inflation, the shifting of party power to labor unions organizations of blue collar white ethnics, the emergence of independent black political leadership and the politicization of the public schools—the changing politics and personages of the Democratic party have altered the city's political affairs.

The reformers of the Clark and Dilworth eras readily spent huge sums of money to redevelop the city's physical facilities and to improve the city's services for its growing number of poor, black and Puerto Rican residents. During those years the reform movement's popularity and political organization was such that Clark and Dilworth readily received voter approval for bond issues and City Council approval for increases in the real estate and wage tax rates. By the late 1960s and early 1970s, however, the financial climate of Philadelphia politics completely changed. As inflation became the paramount domestic issue in both national and city politics, middle class taxpayers revolted against further increases in taxes for programs which failed to produce immediate improvements in the city's social problems and which have primarily benefited the lower income, nonwhite residents of the city. Although the reform administrations had successfully utilized a series of bond issues to alter the tangible, physical aspects of the center city area, the problems of public education, law enforcement, juvenile delinquency, housing, welfare, etc. continued unabated. The combination of a worsening economic situation a lack of tangible improvements in social problems hightened the resentment of the city's middle class voters against further tax increases and culminated in the election of Rizzo as Mayor in 1971 on an anti-tax increase platform.

Changes in the demography of Philadelphia's population and tax base magnified the growing financial crisis of city government. Beginning in the 1950s, substantial numbers of white, middle class residents moved out of the city to its surrounding suburbs in Delaware, Bucks and Montgomery Counties and were replaced by an in-migration of lower income, blacks and Spanish Speaking citizens from the rural South and Puerto Rico. As middle class residents left Philadelphia, the city's available revenue through real estate and wage taxes declined, particularly as many retail and commercial enterprises followed their customers to the suburbs. As lower income blacks and Puerto Ricans moved into the city, moreover, the demand for city services increased and quickly exceeded the availability of tax revenue, as the Clark, Dilworth and Tate administrations directed an increasing share of the city's financial resources to meet their needs.

The 1960s also witnessed the organization unionization of public employees in Philadelphia. As police, firemen, teachers and sanitation workers unionized for collective bargaining, pressure for higher salaries and better working conditions further taxed the city's limited resources and undermined the budgetary control of the Mayor and City Council. Throughout the past decade the demands of the city's employees for higher salaries have repeatedly conflicted with the demands of the city's poverty and minority residents for improved social services. The resolution of that conflict has typically favored the city's public service employees who have benefitted from the militant cohesion and strategic location of their "union" organizations vis-a-vis the more unorganized and peripherally located lower income, nonwhite residents of Philadelphia. Increased public service salaries-ironically for individuals who share the middle class, white ethnic opposition to higher taxes-have inflated city spending more than any other factor since the mid 1960s.

The financial crisis of city politics has compelled the Mayor, City Council and Board of Education to seek greater percentages of funds from the Commonwealth of Pennsylvania and from the federal government to enable the city to provide the services demanded by its residents. Throughout the late 1960s and early 1970s, the percentage of tax dollars for city services provided by city sources has decreased and the percentage provided by state and federal sources has continuously increased. In 1966-67, for example, city sources provided 59% of the revenue spent for public schools in Philadelphia and the state provided 26%. By 1971-72, however, the percentage of revenue from city sources had declined to 38% and the percentage of revenue from state sources had increased to 44%, a trend that has continued since that year. As city services have become more dependent upon financial subsidies, grant-in-aid and revenue sharing from state and federal agencies, the Mayor and City Council's control over city budgets has diminished and city politics has become inextricable connected with the outcome of state and federal elections.

The politics of taxpayer revolts and the election of Mayor Rizzo in 1971 have also paralleled a shift in power within the Democratic party of Philadelphia. Throughout the 1950s and early 1960s, a reform elite dominated by the Greater Philadelphia Movement and personified by Clark and Dilworth controlled the Democratic party. The reformers, however, failed to respond to the demands of blue collar, white middle class ethnics or to bridge the gap between themselves and the ward organizations and labor union allies which constituted the party's muscle. As the reform leaders departed city politics in the early 1960s, they left behind no second generation of followers, and power within the party shifted to the alliance of ward organizations and labor unions. In fact, the late 1960s and early 1970s have witnessed the emergence of the labor union movement as the key element in Philadelphia Mayoral politics. In 1967 Mayor Tate successfully won renom-

ination and reelection with labor union backing against the opposition of the Democratic party organization. In 1974 Mayor Rizzo has come to rely more and more on his labor union support and the conservative power of the blue collar, white middle class residents who have most vocally resisted further tax increases and supported him.

As the labor unions of the city have become a more significant force in Mayoral elections and Democratic party politics, blacks in Philadelphia have increased their independence of the party's organizational leadership. Beginning with the New Deal and continuing through the reform movement of the 1950s and 1960s, blacks formed the most consistently Democratic voting bloc in Philadelphia politics, but they never achieved any leadership positions within the party or exercised effective power in city politics. The civil rights movement and war on poverty of the 1960s, however, stimulated an expansion of black community organization and interest groups specifically concerned with the needs of their members. The Democratic party's shift toward a more conservative, middle class constituency in the 1970s precipitated an increase in independent black political activity. By the 1970s, independent black candidates for the Commonwealth General Assembly, such as Hardy Williams and David Richardson, have begun the formation of an independent black political leadership in Philadelphia. In 1971, black voters crystalized their independence from the Democratic party by voting overwhelmingly for the Republican candidate for Mayor, Thatcher Longstretch. The emerging political independence, consciousness and leadership of blacks in Philadelphia have altered their role within the Democratic party. Although blacks continue to demonstrate a high level of party loyalty—the mayoral election of 1971 being the only exception—the potential for defection or independence has prompted both Mayor Rizzo and Democratic chairman Camiel to funnel more patronage positions, city contracts and public services to the black community through sympathetic black ward leaders.

Ironically, years of political loyalty to the Democratic party did not provide blacks with the degree of access to city government and its tangible spoils which they have attained since their demonstrable independence from the party in 1971. In an era of conflict between Democratic party leaders, local black political leaders have profited from the crucial "swing" position which their voters now occupy.

The changing climate of Philadelphia politics has caused a comprehensive politicization of public education in the city. Throughout the 1950s and early 1960s, the school system operated outside of the reform spirit and practice of the Clark and Dilworth administrations. Beginning in 1962, however, the Greater Philadelphia Movement and the citywide Civil Rights organizations in Philadelphia joined together to pressure the Commonwealth General Assembly for change in the school system. That pressure brought about a transfer of the power to appoint the members of the Board of Public Education from the Judges of the Court of Common Pleas to the Mayor and a Nominating Panel and a transfer of responsibility for the school system's taxes from the General Assembly to the City Council. In 1965, Mayor Tate appointed a new Board of Education under the presidency of Dilworth which brought the reform movement into the highest level of the school system. Throughout the late 1960s and early 1970s, the Dilworth Board of Education rapidly expanded the

District Attorney Richardson Dilworth (left), Democratic chairman James A. Finnegan (center), and Mayor Joseph Clark celebrate at election victory dinner in 1951.

school system's spending for physical facilities, teachers salaries, textbooks and supplies to create programs to improve public education for poor, black and Puerto Rican children. By the early 1970s, however, the school system's increased spending had outstripped the availability of city revenue and had failed to produce any noticeable improvements in educational achievement. Although Mayor Tate had remained aloof from school matters, growing middle class resentment against further tax increases and Mayor Rizzo's candidacy challenged the reform movement's control of the school system. In 1971-1972 the school system's leadership passed from the reformers. Richardson Dilworth and Mrs. Elizabeth Greenfield retired. Mayor-elect Rizzo refused to reappoint Reverend Henry Nichols and Gerald Gleeson. Rizzo's new Majority on the Board "fired" Superintendent of Schools Mark R. Shedd. In response to his white, middle class constituency and in fulfillment of his campaign committment against further tax increases, Rizzo has actively intervened in diverse matters of school policy—budgetary priorities, teacher contracts, new school sites, and educational programs—and the public schools have become immersed in the city's political affairs.

As Philadelphia prepares for its 1975 Mayoral election, its politics have reached a high level of potential conflict between fragments of the Democratic party and between racial groups and economic classes within the party. The reformers of twenty-five years ago trusted that executive power, concentrated in the office of the Mayor, could best resolve social conflicts and reform city politics. The Charter which they wrote has given the Mayor the primary responsibility for initiating and implementing changes in the city's politics and programs. For that reason, 1975 may well be the most significant electoral year of recent history for the Democratic party, the reform spirit, and for the people and politics of Philadelphia. ■

Mr. Foley is an assistant professor of political science at La Salle. He is a graduate of St. Joseph's College and received a master's degree from Princeton University.

AROUND CAMPUS

Members of the college's Army ROTC unit demonstrated cliff scaling techniques during the annual Open House on campus on Nov. 10.

The "Scholar Teacher" was honored along with some 440 day and evening division students at the college's annual Fall Honors Convocation, Oct. 27 on campus. Here President Brother Daniel Burke, F.S.C., Ph.D. (left), presents an honorary degree to Dr. Florence Moog, professor of biology at Washington (St. Louis) University, while other recipients Drs. Craig La Driere, professor of comparative literature at Harvard, and Adolf D. Klarmann (right), professor of German at the University of Pennsylvania, watch.

Brother Edward Patrick Sheekey, F.S.C., associate professor of English at the college, received a Benemerenti Papal Medal at the Convocation in recognition of a "long and distinguished 55-year teaching career."

The College's first resident artistic group, The Aulos Woodwind Quintet, made its debut concert on Nov. 26 in the College Union Theatre. The Curtis Institute-based quintet's residency was made possible by a grant from the Samuel Fels Foundation. It includes (from left): David Singer (clarinet), Rudolph Vrbsky (oboe), Judith Mendenhall (flute), Alexander Heller (bassoon), and Robert Routch (French horn).

Sizable crowds at Explorer soccer games became commonplace in 1974 as Coach Bill Wilkinson's booters won the school's first soccer title, the eastern section crown of the East Coast Conference. La Salle dropped a 2-1 heartbreaker to then-unbeaten, nationally-ranked Bucknell for the ECC title and a NCAA post-season tourney bid. Still, it was a year of unprecedented achievement for the 6-4-4 Explorers who went undefeated against Big Five Foes for the first time ever, beating Temple, St. Joseph's and Villanova and holding nationally-ranked Penn to a scoreless tie.

ALUMNI NEWS

'38

Michael C. Rainone

Michael C. Rainone, Esq. was re-elected president of Nationalities Service Center which provides individual and interpreter services for immigrants.

'44

Joseph A. Diorio, M.D. has joined the medical staff of Quakertown Community Hospital as an anesthesiology specialist.

'47

Eugene J. Gallagher

Dr. **Eugene J. Gallagher** has been named acting director of student health services at La Salle College. He has been the college's athletic physician since 1964.

'50

Joseph F. O'Callaghan

Leonard Costello has been promoted to manager-engineering at Hull Corp. **Francis X. Morris** has been named a senior vice president at the Farmers Bank and will head the bank's new personnel and employee relations group in Wilmington, Del. **Joseph F. O'Callaghan,** professor of history, has been cited for 20 years of outstanding services to Fordham University.

'51

Air Force Major **Waddie L. Belton** has arrived at Langley AFB, Va., for duty as chief of the wire division, Headquarters, Tactical Communications Area.

'54

James J. Boggs

James J. Boggs has been named vice president-marketing of the Chicago Pneumatic Tool Company's Tool Division.

'56

Robert N. McNally has been appointed manager of ceramic research for Corning Glass Works, Corning, NY. **Henry A. Zekanis** opened a new office in Line Lexington, Pa., for his IES (Instructional Electronics Systems) firm.

'58

Timothy J. Durkin, III has been elected a vice president of Continental Bank. **Donald J. McAneny** has been promoted to vice president and general auditor of the Federal Reserve Bank, Phila. DECEASED: **James A. Truitt.**

'59

Robert J. Rowland, Jr. has been promoted to professor of history at the University of Missouri.

'62

Robert J. Houlihan has been named senior industrial engineer of Willson Products Division, ESB Inc., Reading, Pa.

'65

Patrick L. Buckley, manager for Prudential Insurance Co., Collegeville District, was recently awarded a C.L.U. diploma. **Anthony J. Palmaccio, Jr.** has received a M.D. degree from The Medical College of Pennsylvania where he is also serving his residency in orthopedic surgery.

'66

William J. Dean has been promoted to assistant vice president of the Chemical Bank of Rochester, N.Y. **Karl N. Miller** has been

ATTENTION MEMBERS OF THE CLASSES OF '35, '40, '50, '55, '60, '65 and '70.

Alumni members of these anniversary classes who are interested in helping to plan their Class Reunion are cordially invited to a meeting on Wednesday evening, January 22, 1975 at 8 p.m. in the College Union.

Anthony J. Nocella

appointed associate administrator of Stuart Circle Hospital in Richmond, Va. **Anthony J. Nocella** has been elected vice president and controller of The Philadelphia Saving Fund Society.

'67

Benedict E. Capaldi, Jr.

Benedict E. Capaldi, Jr. has been appointed an assistant secretary of the United States Trust Co. of New York. **Dennis M. Maziarz,** M.D. has been appointed to the active staff of the Helene Fuld Medical Center, Trenton, N.J. **Edward E. Strang** has joined Southeast National Bank as an assistant vice president and will be based in the West Chester office.

'68

Joseph A. Craig has been promoted to Northeastern Area sales manager for Fasson, Division of Avery Products Corp., Painesville, Ohio. **James Cunningham** was advance man for Congressman Hugh Carey in his successful campaign for the office of Governor of New York. **Gerald A. English** has received a Ph.D. degree in nuclear chemistry from Purdue University and is currently working at Atomics International Division of Rockwell International in Canoga Park, CA.

'69

James J. Iaquinto

Robert C. Seiger, Jr.

James J. Iaquinto has been named automotive products manager for the Building Materials Group, GAF Corp. **Mark J. Ratkus**, F.S.C made profession of his final vows as a member of the Christian Brothers, and is now an instructor of economics at Chestnut Hill College. **Robert C. Seiger, Jr.** has been promoted to assistant counsel, Legal Department of the First Pennsylvania Corp.

'70

Ernest V. Di Massa has been named associate producer of the Mike Douglas Show. **John M. Fleming** has been elected to the Board of Directors of the Philadelphia Jaycees. MARRIAGES: **Paul A. Kokolus** to Elizabeth E. Silvasi. **Gerald P. Slane** to Dorothy L. Gourley.

'71

Christopher F. Koch has joined Bentz-Miller, Inc. as a salesman and director of public relations, Harrisburg. **Francis X. McEntee** has been promoted to vice president of Delta Data & Systems Corp., Phila. MARRIAGE: **Gerald Franks** to Meg Master. BIRTH: To **Michael E. Miskel** and wife Elizabeth, twin sons, Douglas C. and Stanley F.

'72

Francis J. Kolpak has received a masters of science degree in macromolecular science from Case Western Reserve University. MARRIAGE: **Keith P. Davis** to Rosalee A. Mendicino.

'73

Kathleen Murphy was recently appointed director of the Industrial Day Care center, Bristol, Pa. MARRIAGE: **Joseph A. Sahd, Jr.** to Christine M. Henkel.

'74

Evelyn Marian Ramspacher has been appointed in-service education director at Annie M. Warner Hospital, Gettysburg, Pa. **Patricia L. Sowerbutts** has been awarded a two year grant in the field of Environmental Health from the U.S. Environmental Health Agency. MARRIAGES: **Pamela Nocito** to David Satterfield. **Maryann Torrington** to John G. McGee. BIRTH: To **Elizabeth Westfield** and husband James, a son, Brian.

Dr. James C. Giuffre, '35, (left) chats with former teacher Dr. Roland Holroyd after receiving "Signum Fidei Medal," the highest award given by the college's Alumni Association at annual awards dinner on campus on Nov. 22. Some 75 college seniors were inducted into Alpha Epsilon Honor Society at the same affair.

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It's A Small World, After All

Cdrs. Ted Bronson, '54 (left), and Ron Boyle, '57.

The unique Navy bond that comes with saying, "He was my shipmate and I would be proud to serve with him again," was simply recalled recently at the Attack Squadron Forty Six Change of Command ceremonies.

For the fifth time in their Navy careers, Cdr. Ron Boyle, '57, and Cdr. Ted Bronson, '54, are serving in the same aviation squadron at the same time. Additionally, they grew up only 30 miles apart, attended the same college, and have other strikingly similar Navy careers.

While Cdr. Boyle is now commanding officer of the proud Clansmen and Cdr. Bronson is the executive officer, they first served together in VA-15, sailing together on 1959 and 1960 cruises to the Mediterranean aboard the *Uss Roosevelt*. Flying propeller driven AD-6 Skyraiders, then Ltjg. Boyle was personnel officer and Ltjg. Bronson was aircraft division officer for the Valions.

On subsequent shore duty in 1962 they served together in VA-44 as instructor pilots for the old Hornets. There, Lt. Boyle was a weapons instructor, while Lt. Bronson was survival officer. In 1963, they both were transferred to VA-45 on the recommissioning of the Blackbirds and completed their jet aircraft transition.

After separate 1966-1967 combat tours in the A-4 Skyhawk, Lcdr. Boyle on *Uss Forrestal* and *Uss Intrepid* and Lcdr. Bronson on *Uss Kitty Hawk* and *Uss Enterprise*, they were reunited again in VA-44 at NAS Cecil. During this combat fight instructor duty, Lcdr. Boyle was administrative officer while Lcdr. Bronson was assistant operations officer.

Even when on separate duty assignments, the two Commanders have had similar Navy tours. Cdr. Boyle graduated from the Navy Postgraduate School at Monterey, California in 1970, and Cdr. Bronson graduated from Naval War College in Newport, Rhode Island in 1972. Further, both served as staff officers on Carrier Divisions, Cdr. Boyle, strike warfare officer, with Vadm. J. H. Holloway, III, CTF-60, and Cdr. Bronson, air operations officer, with Vadm. D. W. Cooper, CTF-77.

The two Commanders now flying the A-7 Corsair II, lead the VA-46 Clansmen, based aboard the *Uss John F. Kennedy*. Cdr. Boyle, who was 13 days senior to Cdr. Bronson as a Ltjg. is the Skipper/Leader/Boss . . . still. In aviation experience both pilots have over 4,200 hours of single engine flight time and also over 600 aircraft carrier landings.

Additional similarities exist in the pre-Navy days of Commanders "B and B." They are both Mid-Atlantic natives. Cdr. Boyle is from Philadelphia, Pa. and Cdr. Bronson is from Wilmington, Del. In 1954, they were respectively freshmen and seniors at La Salle before entering the Navy Flight Program in Pensacola, Fla.

There does exist, however, a life facet that markedly separates all the foregoing commonality of the "B and B" Commanders. Cdr. Boyle is married and has five children; Cdr. Bronson is a bachelor. Regardless of all, neither one likes broccoli or liver.

VA-46 was commissioned 1 July 1955 at NAS Cecil Field Florida as the first jet attack squadron in the Navy. The "Clansmen" were given their name by the first Commanding Officer, Cdr. C. R. McDougal. VA-46 is presently home based at NAS Cecil Field, Florida, and when deployed, the Clan is attached to Commander Attack Carrier Air Wing One (CVW-1) aboard the *Uss John F. Kennedy* (CVA-67).

"Step softly, under snow or rain,
To find the place where men can pray;
The way is all so very plain
That we may lose the way."
— — Gilbert Keith Chesterton (1874-1936)

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THE NEW VOCATIONALISM: Are We Preparing Them?

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James J. McDonald, '58, *Alumni News*

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CREDITS—All photography by Mark B. Jacobson.

THE TOWER

AND THE MARKETPLACE

By Brother Daniel Burke, F.S.C., Ph.D.

To cope with the tightening job market La Salle is re-defining the purposes of higher education and adding programs with vocational orientation.

The brief title here may need a sub-title. In an older style, we could add, for example, "the New Vocationalism unmask'd as an Olde Problem in a new Disguise." In a more modern vein, we could ask "Do I really need an education to get a job or do I need a job to get an education?" And terms will have to be defined. The Tower is, of course, the Ivory Tower. The Marketplace is, more specifically, the Job Market. The New Vocationalism is the swing in colleges and universities to programs (up-to-the-minute) which promise (with some pardonable exaggeration) to develop skills for jobs after graduation, those jobs more likely to be available in a tight job market.

Yes, it has happened. With the recession, Americans are understandably worried about jobs. So colleges and universities are also more conscious of the jobs their graduates go on to and, sometimes, don't go on to. The matter of jobs hits even closer to home. With levelling and declining enrollments, some academic jobs themselves are disappearing. Those jobs could be shored up a bit longer, some think, by giving customers a little more clearly what they feel they need or want. One result: a flowering of hotel management, cardio-pulmonary technology, actuarial science and similar, practical programs. Another more general, result: the re-baptizing of higher education by federal agencies as "post-secondary education" not simply to give status to completely vocational programs but to put job preparation on an equal or superior footing to whatever else colleges and universities think they are doing.

But there are a number of wider and deeper currents in the present situation, and they are difficult to trace.

Item, the overwhelming faith of most Americans, in our century especially, in higher education as *the* key to success; the consequent worry that college is simply a social process of sorting and credentialling for business and industry, for professional and graduate schools;

Item, the worry, on the other hand, that, with a threatened oversupply of graduates, too many are going to college to be absorbed by significant careers;

Item, the persistent, basically anti-intellectual prejudice that much of what is studied in college is impractical and useless for life;

Item, the obvious fact that important learning takes place in settings other than school, a truism pushed a step further now: such learning should be credited, at least in combination with regular schooling, toward academic degrees—in a word, one needs a job not to earn funds for an education but to get an education.

Perhaps, the deepest current here is a perennial concern about the purposes of higher education itself. Those purposes have always been a challenging mix of the obvious and the mysterious, the easily measured and the immeasurable—and they have had always to be clarified and revivified for each generation of students in their changing circumstances. But the form that re-definition takes today involves particularly the relation of schooling and work, of academe and career. And so it was not surprising that President Ford in his first appearance at a commencement, at Columbus, Ohio, last August, should call for, "a great new partnership of Labor and Academia."

The partnership of college and labor market, however, is a very old one. In ancient Greece, when anything approaching higher education began for the West, its restriction to the privileged few dictated that it would be the source of the political and military leaders, the lawyers and politicians needed by the city-state. But from the beginning, there was also ambivalence about purposes and goals: was education simply to develop the human capacities of the individual or was it to train one to service of the community. Or was it, in the later pragmatism of the sophists, simply to prepare oneself to get ahead in a career; was its aim, as Protagoras put it, "the proper care of one's personal affairs, so as best to manage one's own household, and also of the state's affairs, so as to become a real power in the city, both as a speaker and man of action."

Again, in the middle ages, the need for clerks and doctors had perhaps as much to do with the rise of the universities and their professional schools as any pure love of learning.

La Salle College Philosophy and Objectives, January, 1975

La Salle is committed to a liberal education of both general and specialized studies. It wants its students to liberate themselves from narrow interests and prejudices and to learn to observe reality with precision, judge events and opinions critically, think logically, communicate effectively, and sharpen esthetic perception. The curriculum involves a body of knowledge about the universe; about man—his nature, behavior, and values; about God. It also provides an opportunity to gain specialized knowledge in one field of learning as a preparation for graduate study or entry into professional life. Beyond this breadth and depth of knowledge, the College encourages its students to seek wisdom, that is, to grasp those basic principles which can give order to particular facts.

As a private Catholic college, La Salle pursues these aims in a religiously diverse community of teachers and students interested in studying secular subjects in their autonomy, undertaking religious studies in a systematic way, and investigating what interrelations these subjects may have. The community also engages in programs in which the students' personal, social, and religious values may take root and in which the students may grow in mature attitudes and behavior in all human relationships. The ultimate hope of the College is that its graduates will be ready for informed service and progressive leadership in their communities and will be able to fulfill the immediate

Colleges and universities are more conscious of the jobs their graduates go on to, and sometimes, don't go on to.

And the universities came first on the model of the medieval labor union, the guild, with master teacher and apprentice learners. Much as modern labor unions, they restricted the market by certifying that a graduate possessed certain competencies and skills that he was licensed to practice.

However—and it is a big however—in the medieval form (as in earlier and later forms) of higher education, much more was involved than job preparation. The medieval student was offered a grounding in a wide spectrum of arts and some of the sciences; the development of specialized knowledge in one or more areas (typically, logic and the "natural science" of Aristotle); the skills that come from acquiring and organizing a body of knowledge—and then a set of job skills in the professional programs. What the university offered from the beginning, then, was a balance (and, at times, at least an interesting interaction) between general or liberal education and professional education. And, from the beginning, the evaluation and credentialling of specific professional skills was an easier matter than measuring the broader and subtler outcomes of general education.

The achievement of a proper balance, the fostering of a fruitful interaction between general education and professional education, ultimately between college and the world of work—these are precisely the notes lacking in some of the new vocationalism. Instead, one finds in some programs a single-minded emphasis on practical skills and the job possibility ahead, an emphasis proper to a vocational-technical school rather than to a college.

The balance and interaction of general education and wide-scoped preprofessional training has been the hallmark of colleges with traditional programs with a career orientation; it should be the hallmark of the newer programs they adopt. That combination has been based on the assumption that, in a period of rapid change especially, nothing could be more impractical than training for jobs which may change essentially or even disappear before the student reaches them. It is based, too, on the assumption that the skills and competencies developed in general education contribute as much to success and happiness in a career, to the adaptability and flexibility needed in most jobs, as training for the specific skills of the trade itself. Thus, a biology major may look forward to medical school and specific training as a doctor, to a career as a research biologist, or to the life of a high school science teacher. His present concentration in biology is the path in any of these directions, but that path is surrounded throughout his four years of college with a variety of arts and other science subjects (and in the case of the future teacher, with courses in education) that enrich as well as challenge his specific career goals. The same balance and variety is offered to the business major or the chemist, the French major or the sociologist.

It is to this pattern that new programs with vocational orientation should be adjusted in colleges—and at La Salle, are being adjusted. Thus, the criminal justice or the computer science program at La Salle parallel the traditional sociology and math majors. More typically, we have devised new "tracks" on course sequences within established majors—communication and publishing in English; bi-lingual education in modern languages and education; and the newly proposed public administration sequence in political science, history, and economics. The same variety obtains in the interdisciplinary and dual majors which students devise themselves or the informal "minor" in business courses which arts and social science majors have been electing in increasing numbers.

This concern to fit pre-professional training into a wider context was evident in recent years as La Salle took its first steps into cooperative education—that mix of regular academic and actual work experience that many institutions in the country have experimented with over the years, among local institutions, Drexel especially. In a study supported by the Fels Fund (that study, thereafter, led to new programs here supported by the federal Department of Health, Education and Welfare) our committee of staff, faculty, and students put it this way:

> *To address the problem of integrating classroom theory with practical experience in specific subject*

and final goals of their lives.

More explicitly, La Salle is an urban, Catholic, liberal arts college whose philosophy is realized in the pursuit of the following institutional objectives.

As a college, La Salle seeks

1. to provide effective undergraduate teaching for men and women
2. to maintain a class size small enough to encourage active student participation and a close working relationship between students and faculty
3. to continue to foster an atmosphere of collegiality and trust on campus, thereby facilitating interdisciplinary and cross-disciplinary learning
4. to provide the opportunity for learning experiences in both traditional and non-traditional settings
5. to provide cocurricular opportunities which further assist in the social and emotional development of students
6. to enable students to know themselves—their strengths and weaknesses
7. to prepare students for professional careers, further study, work and leisure situations.

As a liberal arts college; La Salle seeks

1. to liberate its students from narrow perspectives and to

"The college urges the student to confront the ultimate questions of human experience: who he is; where his destiny lies; how he is to reach it."

areas, the College plans to enter the field of cooperative education, the widely used arrangement for combining collegiate education with full-time work experience related to an eventual career. The emphasis to be pursued is in the directing and coordinating function, where a special effort will be made to have the student reflect on his work experience from the viewpoints of course work he is concurrently engaged in.

Again in surveying various possible directions, they said:

There seemed to be little sense in suggesting that technology or crafts programs be added to the curriculum, but much sense in re-emphasizing the need to develop specific job skills and more flexibility as well. Furthermore, we realized again that job preparation is only one objective of a college education and that other objectives needed re-emphasis, particularly with the parents of upwardly-mobile young people. The hope, of course, would be to see mobility in terms other than jobs: Not "my son, the professional," but "my son, the true human person."

But what specifically are these "other objectives." They can best be reviewed by reprinting here the full text of a statement produced last year by the Steering Committee of the self-study now being prepared for our Middle States Association evaluation next fall. The Committee, as you can see, pushed beyond the statement of objectives the catalogue of recent years has featured. They tried to list the specific results that could be achieved in reasonable measure in a successful collegiate program at La Salle.

I've tried to choose my words exactly in that last sentence. As specific as they may be, objectives are ideals. For the student, the proof of the pudding is not a grade, even a good grade, or the stamp of approval in the final diploma. Objectives are achieved only through real learning, developed skill, actual competence: is the writing clear, the foreign language mastered, the computer program logically constructed? And for the college, the job is not finished by the elegant or ever persuasive statement of objectives but in the dynamism and effectiveness of day-to-day programs and courses.

The time of self-study is a time for examining our consciences about these very matters. And the theme of work and the College's objectives is a good focus, among several, for such examination. I hope for three results especially from the examination: for all of us, a clearer insight into the concepts which underlay the relationship of work and collegiate study; for the faculty and staff an application of such insight to the interaction of the academic community; for students, a better utilization of their present work experience in their preparation for putting it all together after graduation.

Involved in the complex relationship of work and study I have been discussing are fundamental distinctions philosophers especially have been discussing down through the ages: distinctions between knowledge and action and, on the side of knowledge, between theory and practical knowledge—knowledge for its own sake and knowledge for doing, doing well in one's own ethical life and the pursuit of happiness, doing well for the political and social community, doing well in the arts and technology needed by society. I don't believe the wisdom of our predecessors has been used adequately to enlighten our present confusions and doubts about work and study. From deeper knowledge, however, there may come more sympathetic understanding within the academic community: for the role of professional activity other than publication and research; for the status problems of programs in

La Salle College's Philosophy and Objectives —continued

assist them in learning to observe reality with precision, judge events and opinions critically, think logically, communicate effectively, and sharpen esthesic perception

2. through the requirements in General Education, to combine affective and cognitive learning and to deal more with the evaluative than the factual
3. through the college-wide Distribution requirements, to assure that the undergraduate experience will include balance and breadth as well as perspective
4. to provide the opportunity to gain specialized knowledge in one or more fields of learning

As a Catholic college, La Salle seeks

1. to undertake theological and religious study in a systematic and critical way and to investigate interrelationships which emerge with other disciplines
2. to foster an environment of faith which should produce a reciprocal respect among all persons in the community
3. to continue to encourage the presence and influence of the Christian Brothers on campus
4. to provide opportunities for worship and celebration and to maintain an active Campus Ministry
5. to establish an atmosphere wherein community members may openly bear witness to their convictions on the moral-political questions of the world
6. to educate a large number of graduates of area Catholic schools.

applied knowledge; for the sometimes confused feelings of full-time workers who are also part-time students about their place in college; for the role of skill subjects like English composition, of social concern programs (that sharpen a sense of ethical values like justice), of activities that offer a measure of personality and character development.

For students who are still in the Ivory Tower—and that time apart from the full weight and pressure of the world is still something to be prized—though they may already have one foot in the Marketplace of part-time jobs, what we must together seek are better ways of enriching sociology, theology, and other courses with the experience of supermarkets and construction sites; better ways of stimulating the work of departments, placement office, and counseling center are assisting students' planning of careers; better ways of coping with the challenging variety of goals in work, productive leisure, and recreation that any graduate hope to combine.

What is ultimately and most devoutly to be hoped for from such self-study is a renewal of our common purpose. That purpose is not simply to educate future doctor or technician or teacher. It is, says our statement of objectives, to help young men and women achieve certain competencies and values so that, in turn, they may achieve a measure of success and happiness in their careers, enjoy some continuing life of the mind and spirit, and contribute something of significance to their families and communities. That's a big order. Our present examination is showing us that we can claim some success in some of these directions but that there is much for all of us still to be done. We're willing, and we're anxious to get on further with that unique, multipurpose job of work called education.

Sixteen years after the landing at Plymouth, the New England colonists founded Harvard College, thus beginning the American tradition of the church-related private college. A few years later and a few thousand miles away, a French priest named John Baptiste de La Salle was forming a dedicated group of teachers into a community he called the Brothers of the Christian Schools. Both the English settlers and the French educator saw the need for education to maintain and improve the societies in which they lived; neither believed that true education was possible without a core of spiritual values developed by confronting ultimate questions. La Salle College has benefited from both the private college tradition in America and from the contribution of the La Sallian tradition in the schools of the Christian Brothers.

In the light of these traditions, La Salle offers students an education founded on the idea that man's intellectual and spiritual development go hand in hand, complementing and fulfilling one another. The basic purpose of the College is a free search for truth and the development of materials and skills necessary for the search; its religious concern is an extension of that purpose. In a company of mature teachers and scholars, the College urges the student to confront the ultimate questions of human experience: who he is; where his destiny lies; how he is to reach it. ■

Brother Daniel Burke has been La Salle's president since 1969. A member of Phi Betta Kappa, he has contributed verse and criticism to numerous scholarly journals and collections. He is a professor of English on the college's faculty.

As a private college, La Salle seeks

1. to maintain academic freedom in teaching, learning, and research
2. to establish and maintain autonomous academic standards for admission
3. to determine its own fiscal and curricular priorities
4. to maintain a fiscal policy which enables the college to attract students from lower or middle income levels
5. to continue to provide the option of private higher education in an area increasingly dominated by large public institutions.

As an urban college, La Salle seeks

1. to develop in its students a sense of both city and suburban living, by maintaining its campus on the border of a large metropolis
2. to challenge its students to relate the technology and values developed in the classroom and laboratory to the life of the city
3. to maintain and develop academic programs that serve the needs of a large urban population
4. to maintain an Evening Division program that serves the needs of a working population
5. to establish a working relationship with the community and its immediate environment through specific institutions and programs.

A Little Frustration With a Touch of Class

By Frank Brady and Frank Bilovsky

The Explorers won four major titles and were ranked as high as 7th nationally at one point. A great year, but nobody ever saw it.

It ended for The Greatest La Salle Basketball Team That Nobody Ever Saw with a touch of frustration, followed by a touch of class.

You could tell it was over because the fans in the southeast corner of the Palestra were on their feet in song. "Ay-ay-men, ay-men, ay-men," they chanted, just as Sidney Poitier had sung in Lilies of the Field. Only this time it was the famed Syracuse Zoo that was vocalizing.

Orangemen frosh Ross Kindel found an opening down the lane. The clock showed 13 seconds, the scoreboard said Syracuse 85, La Salle 81. About eight feet from the basket, Kindel crashed to the floor, having been severely hacked by a frustrated Charlie Wise.

Kindel shook the fuzziness out of his head and, a half-minute later, went to the free throw line. As he awaited the ref's handing him the ball, he felt a pat on his back. This came—along with an apology—from a classy Charlie Wise.

The loss kept three streaks alive. Since Paul Westhead arrived at La Salle in the spring of 1970, the former St. Joseph's player has never beaten Syracuse. Orange coach Roy Danforth announced after the game that he loves to play in the Palestra and added that his seniors have never lost in the dated, barn-like building on the Penn campus.

The third streak is even more amazing. Since All-America Tom Gola led the Explorers to the NCAA finals for two straight years in the mid 1950s, La Salle has not gotten out of the first round of any national post-season tournament.

But this was to be the year that particularly bothersome streak was to end. Westhead told us all season long that this was a "tournament-type" team. And chances are good that it would have reached the Eastern Regionals had 6-6 freshman Jim Wolkiewicz not suffered a broken jaw in the campus residence halls late Wednesday night before the game.

But forget that aspect. It was a great year for La Salle's 22-7 basketball team. Too bad nobody ever saw it.

Consider: Reporters from at least one of the three major Philadelphia metropolitan papers made only three trips that required over-night hotel accommodations—at Syracuse, at Notre Dame, at American U., all losses. No reporter went to Dayton for the pre-Christmas tourney the Explorers won. No reporter—including ailing then—Sports Information Director Joe Batory—made the Sugar Bowl trip in which La Salle beat Alabama for the championship. No Philadelphia writer saw Barry Brodzinski's free throws put away Memphis State.

Associated press honorable mention All American Joe Bryant (32) and Sugar Bowl MVP Bill Taylor (24) provided the Explorers one-two scoring punch. Team captain Taylor finished his career as La Salle's fourth highest scorer with 1,554 points.

NAVY
PROVIDENCE
VILLANOVA
24
LA SALLE
32
LA SALLE
24

Joe Bryant: "Our defense against Alabama was ferocious!"

Charlie Wise finished as one of nation's leading free throw shooters and broke college's single game assist record with 13 at Memphis State.

What we saw were exciting victories over Penn and Villanova and Duquesne. The last-minute win over the Quakers was close all the way and deserved the great billing it received the next day—as an excellent matchup. But clearly, though, the Explorers rarely played with the consistent intensity and execution they must have demonstrated during their early-season blitz. "Our defense against Alabama," Joe Bryant was to say after the East Coast Conference tournament had been won at Easton, "was ferocious!" Villanova, which lost 18 games, took the Explorers into overtime. The Wildcats played extremely well that night but their performance was not matched by La Salle. Duquesne? The fastest event on the East Coast since the Pocono 500, to be sure. But not a classic Explorer display of power basketball.

What we remember, instead, were the following:

—a last-ditch, hang-by-the-fingernails opening-game decision over Army, a team that was to win a grand total of three contests, a fact which cost ex-St. Joseph's player and Villanova assistant Dan Dougherty his head coaching job at the Point.

—a one-point loss to Canisius, which later in the season couldn't even beat the NCAA, for goodness sake.

—a deceptive blowout of Holy Cross, which had us all tittering about what a down year it was going to be at The Cross again. (It wasn't.)

—an 11-game win streak end against Western Kentucky when the Explorers blew an 11-point lead in the last five minutes and were destroyed by a guy who wanted to be an electrician at one time in his life.

—consecutive losses to Notre Dame, American and Rutgers, when the entire La Salle team acted as if a rebound were a natural disaster to be avoided at all costs.

Okay, okay. La Salle won its first City Series title since 1969. A fine accomplishment, but the Explorers had to struggle to beat Temple and St. Joseph's had it down to a six-point game late in its first loss to head coach Westhead.

And, at the end, Kevin King did in the Explorers' hopes for trips to Providence and San Diego. This was ironic because King began his college career as a La Salle player. But he left three weeks into practice his freshman year and surfaced at Syracuse. In the NCAA first round game, Kevin's backdoor layup off a Rudy Hackett pass with 38 seconds left gave the Orangemen the lead for good.

Not that Kevin King was the only Westhead recruit who eventually showed up elsewhere—or nowhere—on the basketball court.

People insisted all season long that La Salle was a four-man team. This was unfair to Wolkiewicz, who earned the nickname "Slave" because of his shoot-only-when-necessary, rebound-and-play-defense-all-the-time style. Also to Donn Wilber, who had several excellent efforts. And to Barry Brodzinski, who, in addition to saving the Memphis State game, was an outstanding handler late in the ECC final against Lafayette. Not to mention freshmen Gregg Metzinger, or Daryle Charles, whose excellent

potential was retarded by injuries.

However, here is what the four-man team could have looked like had circumstances been different:

Jim Haggarty was a 6-3 All-Catholic guard as a Monsignor Bonner senior. He started for the Explorers as a soph, lost his job as a junior, then suffered an eye injury before the 1973-74 season. He could have returned for his senior year and provided backcourt depth this year but Hags decided instead on marriage while returning to school to fulfill his requirement for a degree.

Bobby Jones was a 6-2 guard from Washington, D.C., who starred with Wise in the backcourt two seasons back. He decided after that season to pursue a military career and transferred to West Point where, he was a leading figure in the Cadet rally in this year's opener.

Kevin McBain was a highly-touted New Jersey 6-8 who was a senior at La Salle this season. Injuries prevented him from developing into a good college player and he finished his career on the La Salle subvarsity.

Chuck Seltzer, a 6-7 product of Mount Lebanon, Pa., was on the brink of cracking the starting lineup in drills before his sophomore season when he decided that he wanted a different campus environment. He is now at Ohio U., where he emerged from the bench to get double figures in three of the Bobcats' final five games.

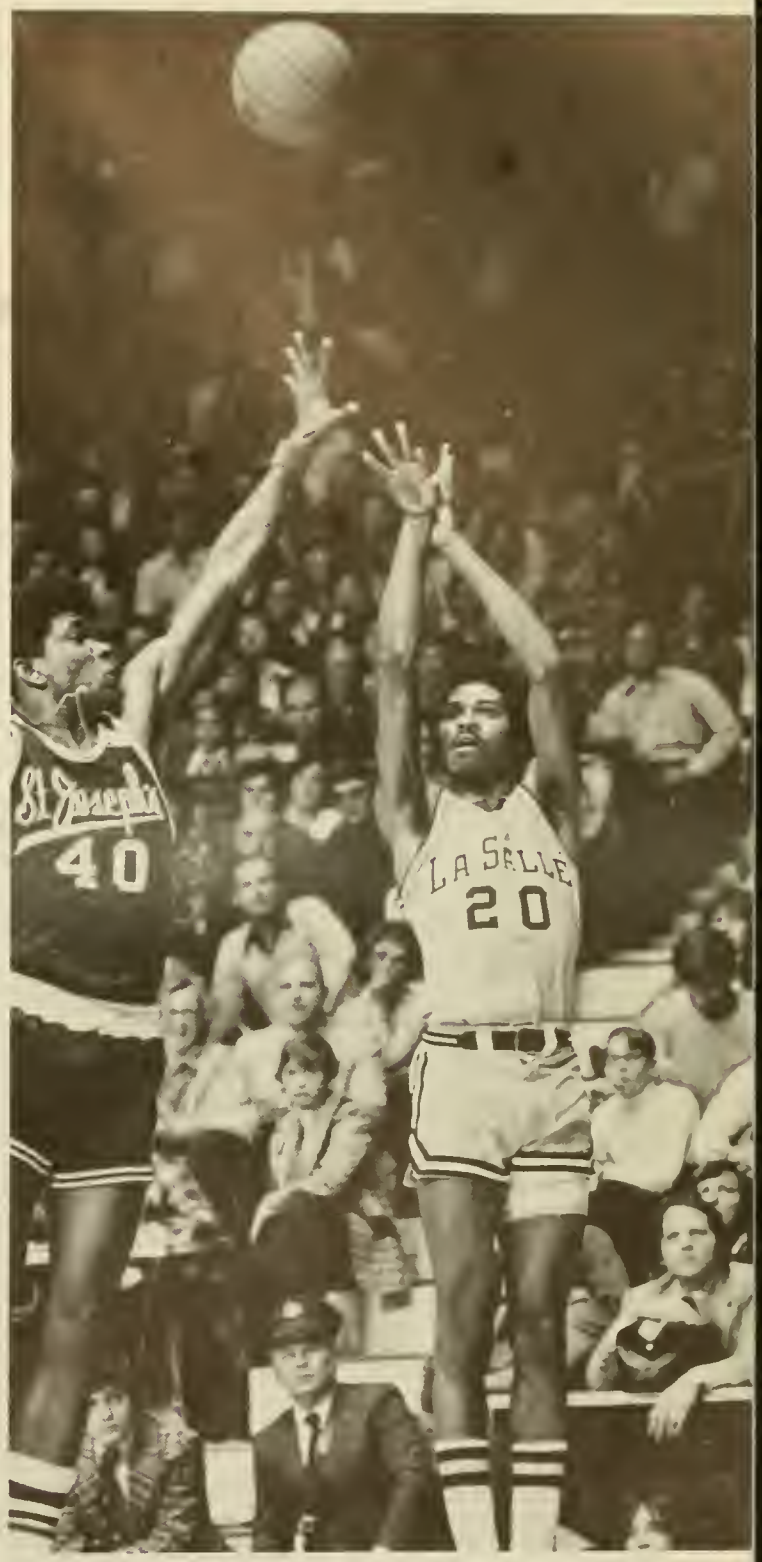
The same week that Seltzer left Olney Heights, King did likewise. And there was 6-7 Sydney Sheppard, who signed at La Salle (also at Hofstra) before heading to Boston College, where a knee injury as a freshman stopped him from becoming the kind of player that he had been at Mastbaum.

Just put together a "second" team of the guys who weren't there—Jones and Haggarty at guard, King and Seltzer at forward, Sheppard at center, McBain filling in up front—and you have a group that would have been very competitive in the East Coast Conference this season.

Instead, La Salle won the ECC with a "four-man" first team. Add Jones, King, Seltzer, Sheppard, Haggarty and McBain and you might have had a Final Four entry. For that matter, add Mike Arizin, the 6-5 transfer who is going to be Bill Taylor's replacement next season, and the Explorers post-season itinerary would at least have included Providence.

But it stopped at the Palestra, which is where it started against Army. Next, a trip to Lehigh and a none-too-impressive triumph against a team that would win once all season. A three-point victory over Biscayne, double-figure wins at Lafayette and against Holy Cross and the team was 5-0.

Suddenly, it became 5-1 against Canisius in a bizarre affair. The Explorers led comfortably in the first half, fell behind in the second, rallied at the end. With Canisius up by one, the Griffs made a free throw that was disallowed when officials Hal Grossman and Jimmy Hernjak discovered La Salle had just four men on the court. Canisius missed the ensuing foul shot but La Salle was unable to take advantage.



Glenn Collier, one of the most under-rated players around, had career high of 23 against Clemson and made Dayton Invitational All-Star team.

Memphis State's coach: "Other than UCLA,

Afterward, Larry Fogle talked about team pride and how he was working on his defense. Fogle had been the nation's leading scorer the season before. Later, he would be suspended by his coach, reinstated after a squad rebellion and finally suspended by the NCAA. Larry Fogle really worried about team pride and his defense? That appeared as unlikely as the Explorers winning their next 11 games.

We'll never know about Fogle but we do know that the Explorers won their next 11 games. At least that's what they tell us. Word filtered back from Dayton that the good people of Ohio felt that, over-all, guards Wise and Glenn Collier were La Salle's strong suit, not forwards Bill Taylor and Joe Bryant. Word came back from New Orleans that the Explorers were simply awesome. Word came back from Memphis State coach Wayne Yates that La Salle was the best team, other than UCLA, that he had seen all season and that Joe Bryant was the best player he had seen.

Between New Orleans and Memphis, Paul Westhead and one member of the press simply had words. This stemmed from the Hofstra game, an easy 91-64 Palestra victory in which Bryant was still on the floor at the final buzzer.

Hofstra coach Roger Gaeckler questioned Westhead's motives afterward. "It bleeps me off, to tell you the truth," Roger said. The next day's Bulletin bleeped Westhead off, who explained that he was using selected personnel as he saw fit, in preparation for future games.

A Westhead-Brady truce was quickly reached after a testy weekend, and soon thereafter Paul was asked just how many players a team needed to be competitive in a post-season tournament. Six, not more than seven, the coach replied.

La Salle needed just seven players to edge Penn, 67-65, for the ninth win of the 11-game streak. But when the streak was finally ended, it was because the Explorers did not have the proven bench strength they needed. With Wilber and Bryant saddled with four personals each, Western Kentucky's Mike Odems erased an 11-point deficit with his inside game. Four days later, La Salle lost at Syracuse.

Three straight wins after that were negated by three consecutive end-of-the-regular-season losses. First came Notre Dame. Then the low point of the season at American U. At one point in the second half of that one, Westhead stood up on the bench, put his hands in the position of a man grabbing a rebound and implored 6-10 Wilber to "get the ball, get the ball."

Against Rutgers in the regular season finale, the Explorers got the ball on the offensive boards for a half and, three minutes into the second half, had a 15-point lead. Here the rebounding stopped, and more painfully La Salle was

Sellout Palestra crowd saw Explorers snap Pennsylvania's five year Big Five championship string. Besides beating the Ivy League champs, La Salle also defeated Southeastern Conference co-champion Alabama, Southern Conference titlist Furman, Atlantic Coast Conference contender Clemson, and Southwest Conference runnerup Texas Tech. Eight of La Salle's victims later went to either the NIT or NCAA tournaments.

La Salle is the best team I've seen."

beaten at its own best game. The Explorers were outquicked by the Scarlet Knights.

After beating Bucknell and American in less-than-spectacular contests, La Salle finally put it together in the ECC tourney final against an excellent Lafayette team. Westhead's shuffling of guards with Brodzinski joining Wise and Collier provided fresh defense and ball-control and the Explorers came away with a 92-85 win and their fourth title of the year. The NCAAs were next. "We've won everything we've had to win," Westhead said after the Lafayette game.

Unfortunately, four nights later, Wolkiewicz' jaw lost its one-rounder. And in the first round of the NCAA doubleheader, Penn was upset by Kansas State, forcing one *Bulletin* Top Ten in the East pollster to half-jokingly include the Big Eight Conference Wildcats on his ballot.

What happened in the second half of the Palestra doubleheader was no joke. La Salle played well. So did Syracuse. The night before, Westhead had commented, "The way J.B. is playing, it's scary."

Syracuse star Rudy Hackett, a 6-8 senior, wasn't scared. In fact, with the score tied and less than 10 seconds left in regulation, the 6-10 Bryant got the ball on the left baseline.

"I really wanted Bryant to take the last shot because I didn't think he could make it as long as I didn't let him get inside," Hackett said. "I used my body to keep him out and then I forced him to the corner. That's a tough shot, coming around the backboard, a hard angle to the rim."

The six-foot jumper bounced on the rim twice before descending into Hackett's arm to force the game to overtime.

Overtime brought with it Kevin King's backdoor layup, followed shortly thereafter by Charlie Wise's frustration and class.

Frustration! That's what happens when your most impressive wins are on the road, when the season reaches the point when people are openly questioning whether you were ever really **THAT** good. The La Salle basketball team lived with frustration for the entire month of February.

Class! That's what happens when you're Joe Bryant and you foul out with less than two minutes to play in overtime against Syracuse and the opposing coach comes over to shake your hand and you, Joe Bryant, thank him and smile a little. Or when you're Charlie Wise and you apologize to an opponent for a deliberate foul.

Victories! The Explorers had 22 of them and it's a shame that so many of us didn't see the biggest ones. What we did see, though, even in those losses at home, was something that Paul Westhead teaches his team, partly by osmosis. Call it class!

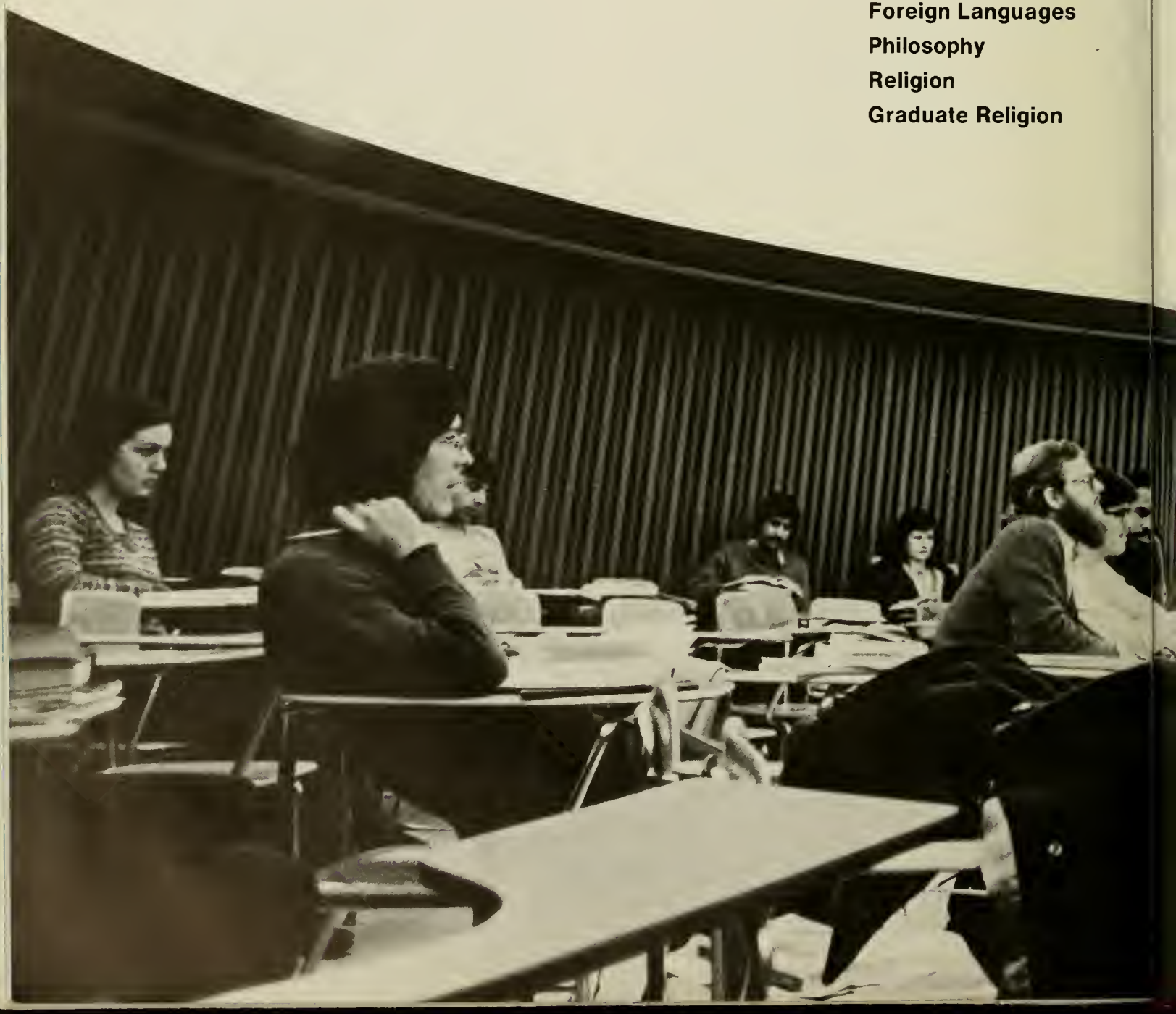
Frank Brady, '61, and Frank Bilovsky, '62, cover college basketball for the Philadelphia BULLETIN. They have both won a number of national sportswriting awards and both contribute to numerous periodicals.

Freshman Jim Wolkiewicz (22) battled his way into starting lineup late in season then broke his jaw in a freak accident two nights before the NCAA showdown with Syracuse. He was team's second leading rebounder.

OVERVIEW

Continuing the LA SALLE series analyzing the progress, problems, and prospects of the college's various academic departments. This issue:

English
Fine Arts
Foreign Languages
Philosophy
Religion
Graduate Religion



The brightly-lit Bulletin Board still stands in the lobby outside the Foreign Languages offices in Olney Hall, just as it has since La Salle's ultra-modern classroom facility opened three years ago. The Board's still the same, but the messages are different.

"That Bulletin Board tells the full story," says Dr. Bernhardt Blumenthal, '59, professor of German and chairman of the college's foreign languages department. "It used to contain graduate school opportunities for language majors. For the past two years we've had nothing on there but jobs. The jobs are all over the place. Papers today are full of opportunities for linguists. The field is just wide open."

Blumenthal's department, which includes both classical and modern languages, is typical of most of the academic disciplines at La Salle. The changing job market, new interests and priorities among young people, sweeping curriculum revisions, and an unstable economy have contributed enormously to dramatic adjustments in course offerings in virtually every liberal arts field. Chairmen of such academic departments as English, Fine Arts, Foreign Languages, Philosophy, and Religion view the rejuvenation of their areas optimistically.

"All of these departments are essential for a liberal arts college," says Brother Emery Mollenhauer, F.S.C., Ph.D., the college's vice president for academic affairs. "Being closely associated with values and critical thinking, they're most directly associated with the objectives of a liberal arts college." Brother Emery is especially pleased by the number of students who have elected Fine Arts. "Their cultural interest is particularly noteworthy and encouraging," he says. "Ten years ago you wouldn't have expected this."

English, the largest department on campus with 2,167 students enrolled in some 98 sections last fall, now offers separate "tracts" in English—Education, Speech and Drama, and Writing, as well as special programs for those interested in a liberal arts background or graduate study.

"We didn't think that the same program was appropriate for people with different career objectives," explained Charles V. Kelly, the department chairman for the past ten years. "That's why we have tried to diversify and offer different options."

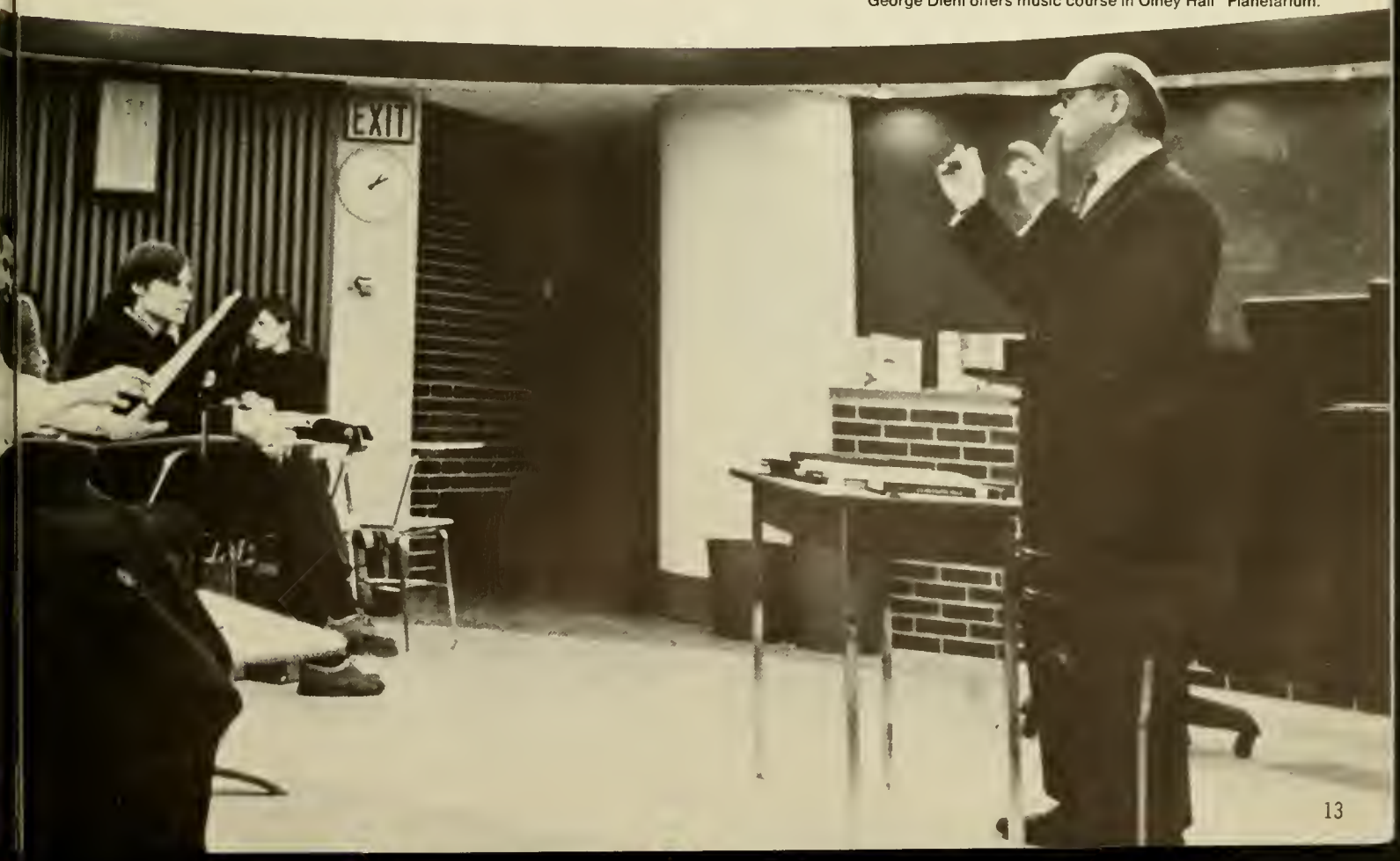
The diversification will continue next September when the department introduces a new program in Publishing. Courses from the English Department and the School of Business Administration will be combined with a special senior seminar in publishing. "The seminar will deal directly with the professional skills needed and the nature of problems encountered in the publishing business," said Kelly. "Guest lectures will be given by working professionals in such topics as copy editing, typography and design, editing, production, and marketing."

In addition, the department has applied for program approval by the Commonwealth of Pennsylvania in order to grant certification in communications-arts for secondary school teachers.

Since the job market has been tightening, especially for English teachers, fewer majors have been applying for graduate school and more of them have been encouraged to take some Business courses as electives. Nevertheless, La Salle graduates are still making their marks in education.

"Despite the dire predictions, everyone certified (from La Salle) in English is teaching now," said Kelly. "The

George Diehl offers music course in Olney Hall "Planetarium."



feedback that we've received from public and Catholic high schools regarding teacher quality reflects very favorably on the college."

The diversification in the English Department is not limited to course offerings, either. Included among the 36 people teaching either full- or part-time in the day school are the college's president, three vice presidents, a novelist, television commentator, varsity basketball coach, playwright, theatrical director, and magazine editor.

One program which is expanding quite rapidly is Fine Arts where some 30 majors and 500 other students are studying either art history or music. "If the program continues to grow we will have to get a green light to hire more faculty," says George K. Diehl, department chairman of the only Catholic college in the area offering both art and music.

The music courses are offered in a room originally designed as a planetarium in Olney Hall but now equipped with four speakers strategically placed. "It's probably the most unique listening experience in the world," says Diehl, who serves as program annotator for the Philadelphia Orchestra. "Especially one spot in the center of the room (above a well) where you enjoy a rather bizzare accoustical experience."

Beginning in September, the college will grant up to six hours of academic credit for "Applied Music," where students can take lessons off campus and develop performance skills in voice and instrument. "We hope that this program will serve as an incentive for both music majors and general students," says Diehl.

La Salle is also sponsoring its first resident artistic group, The Aulos Woodwind Quintet, with the help of a grant from the Samuel Fels Foundation. The Curtis Institute-based quintet has conducted open rehearsals and master classes as well as formal concerts on campus. "It's been an exciting experience, especially for our music majors," explains Diehl. "It's much more beneficial for students to watch major musicians prepare for concerts and rehearse in person than to listen in the classroom to a lecture or canned music."

Applied courses in oil painting and print making are now offered at the college's art studios located on Clarkson St., adjacent to the main campus. "Kids flock to such courses," says Diehl. "They offer great possibilities for the college to expand in the future because they've brought new artistic vitality in the entire community." Presently under construction is an Art Gallery in the basement of Olney Hall to explain and display the growing collection of art owned by the college.

Although students at La Salle can earn elementary and secondary teacher certification in French, German, Spanish, Latin, and Italian, the thrust and makeup of the Foreign Languages Department has changed considerably in the past few years.

"We are now primarily in the business of providing terminal bachelor's degrees and preparing our students for the world of work," says Dr. Blumenthal. "Previously we viewed ourselves as a preparatory college for graduate school. We've also changed from what was largely a 'service' department to one serving its own majors."

Language majors have risen some 34% in the past five years while students taking electives have dropped considerably because of the college's new academic curriculum. A few years ago there were seven sections in intermediate German; today there's one. The number of full-time teachers has dropped from 19 to 13. Most of the foreign language majors—75% French and 60% Spanish, for example—are women, although more men still major in Russian and German.

"The curriculum changes had a significant effect on the operation of the department, there's no doubt about that," says Blumenthal. "We're just making the best of a situation we find ourselves in. Our main thrust is to our own people and there's no question that we are offering better major programs than we ever did."

Blumenthal has the well-deserved reputation as the hardest-working academic recruiter on campus. Bernie and Ronald Fisher, director of the college's language lab, visit all key high schools at least once a year. It has paid off handsomely. More than 80% of all freshman applicants have enrolled in the past few years giving foreign languages the highest success ratio of applicant/confirmations in the college.

"We decided that we have to market ourselves," says Blumenthal. "We've passed the point where all we must worry about is what text book we will be using next year. It's up to us to sell ourselves and our field."

Although there is a heavy demand for language majors with such government agencies as the U.S. Information and National Security Agencies, Blumenthal says that

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Schier, The Bulletin

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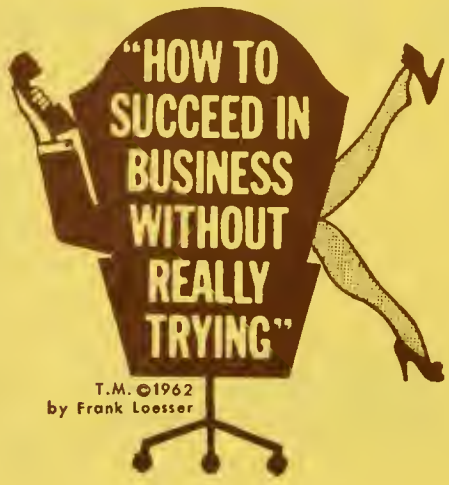

June 25 – July 27

". . .stings mischievously and laughs uproariously. It belongs to the bluechips among modern musicals. . ." Howard Taubman, New York Times

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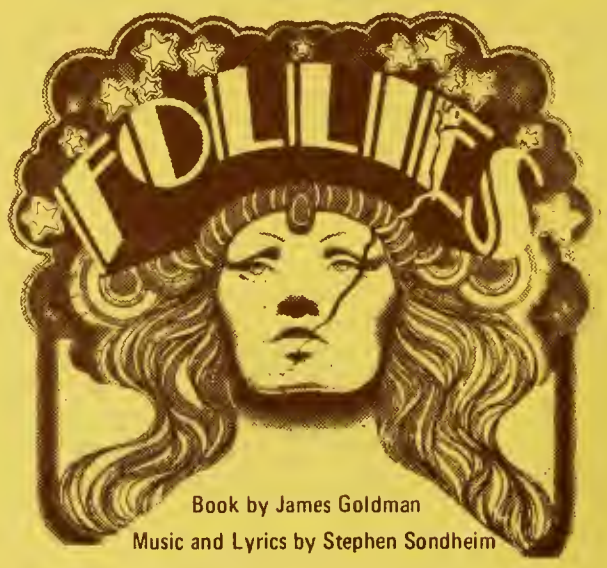
J. Pierpont Finch, a very ambitious young man, reads a book called *How To Succeed In Business Without Really Trying,* and assiduously applies its principles to his career. He lands a job with J. B. Bigley's World Wide Wickets Company and leaps from window washer to mailroom to advertising, straight to the chair of the Chairman of the Board – all in two hours of fast-paced musical entertainment.

This Pulitzer Prize winner is sure to please the audience with a taste for grins, chuckles, guffaws, and plain old belly laughs.



Book by James Goldman
Music and Lyrics by Stephen Sondheim

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". . .the most beguiling entertainment you can well imagine. . ." Richard Watts, New York Post

The action takes place in a Broadway theater about to be torn down to make way for a parking lot. Dimitri Weismann, a Ziegfeld-like impresario, invites all of his old "Follies" girls for a final reunion before the wrecking ball obliterates the scene of their former follies. The girls and their husbands meet at the reunion, sparks fly, and all the color of the good old days comes to bigger than life in big, bright, musical style.

The winning of the 1971 New York Drama Critics' Circle Award confirms what theatergoers rediscover at every performance – "Follies" is one of the wittiest, most entertaining musicals ever written.

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*To qualify for $3.50 per ticket, order must be received by June 25 for a minimum of 4 tickets (two for each show). Less than 4 tickets or tickets for one show only, $4.00 each. Single tickets $5.00 each.

SHARE LA SALLE WITH A FRIEND

Dear La Salle Family Member:

La Salle College has traditionally added a family dimension to the concept of academic community. This characteristic has developed over the years to the extent that almost half of every entering class claims relationship with a graduate. Moreover, at any given time, numerous families have two or more members in attendance at the college. This support and loyalty have enabled La Salle, despite difficult socio-economic factors, to continue to offer its special values to new generations of competent and satisfied students.

La Salle's present and future rely on the past because tomorrow's Explorers must continue to come, in significant numbers, from families of graduates. As Director of Admissions, I have been a priviliged witness to the beneficial, indeed essential impact of tradition upon enrollment. In our situation, where a large percentage of the operating budget depends upon tuition income, I realize that an even greater dependence upon alumni, present students, and faculty *as recruiters* will be the primary means of keeping La Salle strong in the next decade—countering the forecast of extremely challenging times for private education.

With gratitude for your past help, I use this extraordinary means of seeking your assistance in a more organized campaign to increase our pool of qualified applicants. Would you kindly use the provided cards to identify students (preferably high school *Juniors*) who you feel might benefit from a La Salle education? We will forward information and application materials to them during the summer. This project is an extension of the Alumni Admissions Committee's consistent effort to assist in recruitment. At this time we would also ask that graduates involved in secondary education consider inviting La Salle admissions staff and faculty for appropriate classroom and assembly programs. A call to the Admissions Office would guarantee our full cooperation in this matter.

For all the La Salle Admission's staff, sincere thanks for any help you are able to extend.

Cordially,

Brother Andrew Bartley, F.S.C.
Director of Admissions

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IF YOU HAVE ANY SPECIAL REQUESTS OF THE ADMISSIONS OFFICE, PLEASE USE THE SPACE UNDER COMMENTS/QUESTIONS. IF YOU NEED ANY ASSISTANCE, YOU ARE ENCOURAGED TO CALL THE DAY ADMISSIONS OFFICE AT 215-848-8300, EXT. 206.

LA SALLE COLLEGE ADMISSIONS REFERRAL PROGRAM

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COMMENTS/QUESTIONS

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☐ FACULTY, ☐ FRIEND.

STUDENT'S RELATIONSHIP TO YOU:

☐ RELATIVE , ☐ FRIEND.

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(Please type or print clearly)

STUDENT INFORMATION:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SCHOOL NOW ATTENDING _____

YR. OF GRAD. _____ POSS. MAJOR _____

COMMENTS/QUESTIONS

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REFERRAL BY:

NAME _____

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CITY _____ STATE _____ ZIP _____

YOUR RELATIONSHIP TO LA SALLE:

☐ STUDENT OR GRADUATE; YR. OF GRAD. _____

☐ FACULTY, ☐ FRIEND.

STUDENT'S RELATIONSHIP TO YOU:

☐ RELATIVE , ☐ FRIEND.

Applied courses in oil paining (left) and print making are offered in the college's art studios on Clarkson st., adjacent to the main campus. The ultra-modern language lab in Olney Hall has facilities for over 150 students at one time.

there is an even greater need for bi-lingual secretaries and businessmen. South Carolina and the University of Dallas, for example, offer graduate programs in international business with students spending part of the time in a foreign country.

La Salle expects to step up its own academic offerings abroad. The college has been sponsoring a popular "La Salle in Europe" Program at Fribourg, Switzerland for the past 15 years although inflation and the de-evaluation of the dollar has helped reduce the number of students participating from a high of 28 in 1970 to 18 today. Now students will have the option of spending half of that year in Switzerland working and the other half studying. In addition, La Salle has joined a consortium of 40 colleges and universities enabling Spanish majors to study for up to a year at the University of Seville. Dr. Leonard Brownstein, the college's director of foreign studies, has also completed negotiations with Institute International, the most prestigious private college in Madrid, giving additional study opportunities to La Salle students.

The new academic curriculum has probably been the cruelest of all to the Philosophy Department. "Numerically we've fared badly," says Dr. Michael J. Kerlin, chairman of the department. "We've lost at least one-third of our faculty and that's wholly attributable to the curriculum change.

The specific curriculum revision which did the most damage was the reduction of required hours of philosophy for all students from 12 to six. "The pool of majors is about the same," says Kerlin. "But there is one difference—many

Print making on Clarkson st. La Salle is the only Catholic college in the area offering both art and music.

of the students are 'double majors' which is a wholesome thing. Kant has a saying, 'Philosophers should not dine alone,' which could be translated, 'your meal will be richer if you have had contact with a variety of intellectual enterprises.' "

The basic philosophy of the department, itself, has changed considerably since 1966 when the department began moving away from rigid sequential progression in scholastic philosophy. Before that, students had been locked into 18 hours studying the doctrinal position of Thomistic philosophy. Now the focus has shifted to the variety of possible solutions to philosophical questions. And there are more courses from which to choose, even in the lower division.

"Our course offerings cover a wide variety of thematic and historical interests," says Kerlin. "Some of the more popular upper division courses are Aesthetics, Love and Human Sexuality, and Marx and Marxism. In the lower division, a student chooses two required courses from a list of six."

Kerlin concedes that the job market for philosophy majors is tight. "There are more Ph.D.'s being produced than college teaching jobs," he says. "Still we encourage such dual majors as Philosophy with Political Science or Accounting. Maybe such a background won't make for a

Speech and Drama majors offer such productions as "The Crucible," A major "Theatre La Salle" success last Fall.

better politician or businessman, but it should certainly make for a more humane political or business climate."

Unlike a course such as a foreign language, Kerlin says that it is difficult to "recruit" prospective philosophy majors because "very few" students think of it as a formal field of study until after their freshman years. "A student usually doesn't decide that he likes philosophy until his sophomore year after he's been attracted by one of the basic courses," says Kerlin. "Then maybe he decides that he would like some further background or more rigorous training in philosophy or maybe he's interested in graduate school or pre-law. However, there is a movement for increased study of philosophy in secondary schools and even in elementary schools."

Kerlin sees another problem on the horizon for a department which offers 24 different courses over a two year period. By next year every philosophy teacher will have received tenure (guaranteed employment). Thus, unless a professor retires or leaves the college for another reason—or enrollment in philosophy increases unexpectedly, it will be difficult to add talented young members to the faculty.

Nevertheless, Kerlin remains optimistic. "I'm very positive, myself, about the role of the philosophy department in the college community," he says. "And as long as the school remains healthy, the philosophy department will continue to contribute to its intellectual life."

Formerly known as "Theology," La Salle's Religion Department has been growing steadily since its inception about ten years ago and offers courses in everything from the Bible to Buddhism and from Contemporary Christology to Oriental Religious Classics.

"We didn't know how well it would work when we first started the major program," recalls Brother William J. Martin, S.T.D., department chairman. "We moved slowly at first but we've grown steadily since then. And if the last few years is any indication, I'm very enthusiastic. Because generally speaking, we are one of the few departments which has not had to retrench. Today we have about 40 majors."

Brother Martin says that not only have the upper division course offerings been increased, but that they were all filled to 75 or 80% of capacity last semester. La Salle was one of the first Catholic colleges to offer a course in Judaic Studies nearly a decade ago. It is taught by Rabbi Bernard Frank, who also serves as chaplain to the college's sizable contingent of Jewish students, and fills its two sections to capacity every semester.

The Religion Department does have somewhat of an "identity" problem; one reason why it is no longer known as the "Theology" Department. "Unlike a place like Temple we do have some kind of commitment to Catholic Studies," says Brother Martin. "But because of the increasing number of non-Catholic students we have commitments to them, also."

Brother Martin, along with Religion/Theology chairmen of other Catholic colleges, meets regularly with Diocesean officials to discuss such mutual problems as why many students are "turned off" by religion by the time they reach college; how the colleges plan to participate in the Holy Year, or the possibility of offering Religion courses in the Public schools.

"We are an academic department, though, not to be confused with the campus ministry," says Brother Martin. "We don't take up collections in class or deal with the pastoral aspect. Our job is intellectual. We're not a counseling center."

La Salle's Graduate Religion Program was the first of its kind in the East when it originally started as an "in-service" training program for religious teachers in 1963. Enrollment has dropped gradually during the past four years for a number of reasons, not the least of which is direct competition being offered by St. Charles Seminary and Villanova.

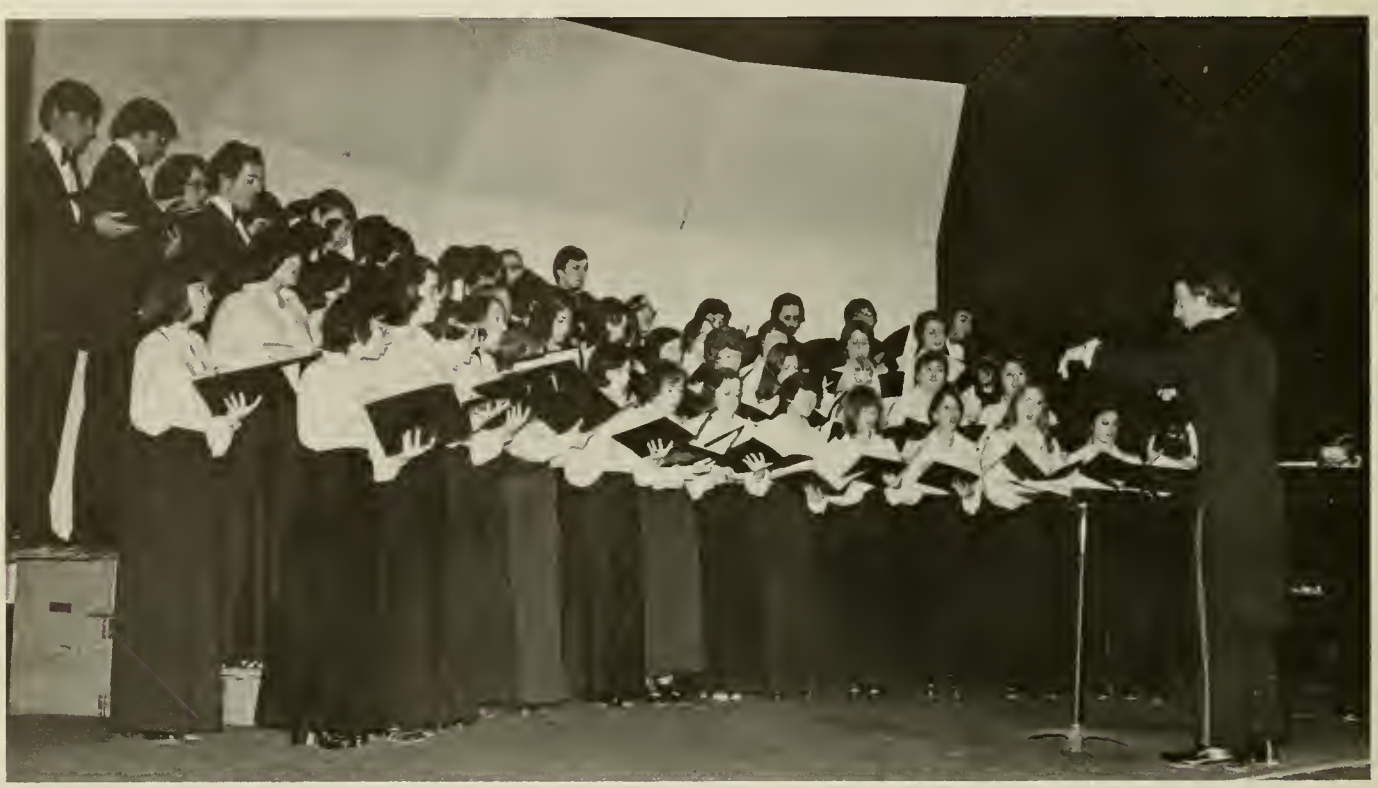
"One problem is that we have been copied by quite a few competitors," says the Rev. Leo M. Van Everbroeck, director of the program. "Also, religious orders are not growing as fast anymore and many religious are opting for apostolates other than teaching."

Applications are up for the Graduate Program this year, temporary topics as Urban Ministry, Pastoral Ministry, and Adult Education. In addition, La Salle is cooperating with the Cardinal's Commission on Human Relations in offering internship work in Urban Ministry during its Sister's Summer Program.

"Just like the practices of the church we have changed considerably," says Father Van Everbroeck. "We've adjusted to new thinking and hope to reach the community through such programs as adult education and the urban ministry. There's no reason why we can't bring the program back." ■

BUILDING BLOCKS

Located at the Church of the Advocate, Chew and Wister sts., the Building Blocks Child Development Center offers more than the usual Day Care Center babysitting services for children of La Salle's alumni, students, faculty, and staff. It provides programs for various age levels from 18 months to six years designed to facilitate conceptual development and a positive educational experience. It is open from 8:15 A.M. to 5:00 P.M. weekdays during the school year.



THE LA SALLE SINGERS: 35 YEARS YOUNG

First they were called the La Salle College Glee Club, then the Men's Chorale, still later the Concert Choir, and, today, The La Salle Singers.

Whatever name they chose, they'll be getting together again to reminisce, exchange memories, and maybe sing a little, too, when one of the college's oldest campus organizations celebrates its 35th anniversary at Dugan's, on Roosevelt Blvd., on April 25.

Brother Anthony Wallace, organized the Glee Club, as it was first called, back in 1939 when the campus was small and its only boarders were the football players who lived in College Hall. The administration thought some sort of cultural activity should be stressed as long as there were students remaining on campus after the school day was over. The boarders suggested a choir.

Some 60 students turned out that fall day in 1939. They rehearsed in the only college facility that could supply accompaniement—the chapel in College Hall—under the direction of the late William Cavanaugh, '40, who was to return for many semesters as conductor. Joining the group during its infancy were such campus luminaries as Dan Rodden, '41, John Christie, '40, and Bob Courtney, '41, as well as Joe Grady, '40, who was soon to become a member of the famous "Grady and Hurst" disc jockey team on WPEN.

La Salle's Singers are now coed and perform under the direction of Mr. Gail Poch, a graduate of Eastern New Mexico University who has performed, recorded and toured nationally with professional choirs and vocal ensembles. The group appeared on a Christmas Special on Philadelphia's KYW-TV last year, performs regularly at such places as New York and Massachusetts, and sponsors a Choral Festival for neighboring high schools.

But in spirit, only the name has changed.

Business and language majors eligible for new student exchange program

La Salle will inagurate an international student exchange program with The IPAG Business Institute in Paris beginning this summer.

The program, to be administered by the college's foreign languages department in cooperation with the school of business, will permit La Salle students to live and work for Parisian firms in France for the months of May and June. Their salaries will cover lodging and living expenses.

At the same time, students from Paris will be living and working in the Philadelphia area.

Dr. John J. McCann, chairman of French studies at La Salle, said that the program is open to all La Salle students who have a working knowledge of French and who display an interest in the dynamics of business although they need not be majoring in either field.

"The exchange students will have a unique opportunity to perfect their business competencies while gaining insight into contemporary French Culture," said Dr. McCann.

According to Monsieur W. Oullin, director of the IPAG program, there is a definite need for American business graduates who have training in foreign languages.

"International business places a premium on business majors who speak a second language," he said. "Such students are having a much easier time finding positions in such high paying industries as pharmaceuticals, leisure and travel, and international business."

President's Council adds ten members for new term

Ten new members have been appointed to La Salle's Council of President's Associates for a three year term ending in 1977, it was announced by Brother Daniel Burke, F.S.C., Ph.D. president of the college.

They are: Dr. Gerhard Barth-Wehrenalp, vice president and technical director, Pennwalt Corp.; Henry Berger, a realtor; Mrs. James Binns; Albert J. Crawford, Jr., Esq., of Crawford, Graham and Higgins; Thomas B. Harper, III, Esq., of Stradley, Ronon, Stevens and Young.

Also: Mrs. Ada Louise Huxtable, a member of the editorial board of the *New York Times;* James McConnon, chairman, Southeastern Pennsylvania Transportation Authority; Mario Mele, of Reynolds Securities, Inc., and a member of the board of directors of the Philadelphia Art Alliance; Fred Speaker, Esq., of Pepper, Hamilton & Scheetz, and Charles E. Stahlecker, president of Ritter Consumer Finance Corp.

Council members participate in operational and policy decisions of the college, principally through consultation with various administrators in working through sub-committees in their areas of special competence. The group was inaugurated in 1970 and consists of 33 members.

College raises tuition for next academic year

La Salle will increase its day school tuition for the next academic year (1975-76) by $170 and its fees for room and board by about $100, it was announced by Brother Daniel Burke, F.S.C., Ph.D., president of the college.

Tuition will be increased from $2,100 to $2,270 for liberal arts and business administration majors and from $2,200 to $2,370 for science majors. Room and board (double occupancy) will go from $1,250 to $1,350 for students using a "seven day" meal ticket and from $1,080 to $1,166 for undergraduates using "five day" meal tickets. Rate increases for single rooms range from $96 to $110.

It was also announced that tuition for the college's evening division and summer sessions would be increased $4.00 per credit hour from its present $47 to $51, effective in the summer of 1975. Part-time tuition in the college's day school (for those taking less than 12 credit hours) will be increased from $65 to $70 an hour.

Brother A. Philip Nelan, F.S.C., Ph.D., chairman of the college's Board of Trustees, said that "Every effort was made to keep the tuition increase below the inflationary spiral and below the average rate of college tuition increases on a national level."

Nationally, colleges have been announcing tuition increases on the average of 10 per cent. La Salle's increase is about 8.2 per cent.

Music Theatre Announces 1975 Summer Productions

Theatre party reservations are now being accepted for the 14th season of La Salle's popular summer MUSIC THEATRE.

Featured this summer will be "How To Succeed in Business Without Really Trying," from June 25 until July 27, and "Follies," from Aug. 5 through Aug. 31.

For additional information, please call David Kirchner at 843-3194.

Study tour of Holy Land slated for early summer

La Salle's Religion Department, in conjunction with the Hebrew University of Jerusalem and Canisius College, will participate this summer in a three-week study program in Israel.

The program will run from May 26 until June 16. It is open to faculty, students, alumni, and friends of the college, according to the Rev. Raymond F. Halligan, O.P., who is accepting reservations.

The purpose of this program is to give the participants a first-hand experience of the great triumphs of human creativity in the Land of Israel, the Jewish Homeland, where men and women struggle to sustain a new democracy. Within this program, the participants will experience the Holy Land and its sacredness to Jews, Christians, and Moslems, not only in the present day, but also throughout the centuries.

This "Israeli Experience" includes seminars at the Hebrew University of Jerusalem conducted by Jewish, Christian, and Arab professors. Complementing the seminars will be visits to historic and contemporary sites. Various topics will be explored such as: The Holy Land Past and Present; the History of the State of Israel; Israel's Social, Cultural, and Political Scene; Contemporary Religious Experiences.

Also featured will be a three-day visit to Rome including visits to the Vatican and an audience with Pope Paul VI.

The cost of this program is $975 which will include air transportation to and from Israel; room and board in the hotels; ground transportation in Israel and Rome. If academic credit is desired, an additional fifty two dollars per credit must be added.

ALUMNI NEWS

'26

Dr. **Francis J. Braceland,** Rear Admiral, MC, USNR and senior consultant at the Institute of Living, recently received the William C. Porter award presented by the Association of Military Surgeons of the U.S. at its 81st annual meeting in San Diego, CA.

'43

Vincent Buggy, D.D.S. has been named national director of the Academy of General Dentistry.

'44

Joseph A. Diorio, M.D., a specialist in anesthesiology, has joined the Quakertown Community Hospital medical staff.

'47

DECEASED: **Eugene J. Gallagher,** M.D.

'48

DECEASED: **Patrick J. Martin, Jr.**

'49

Frank J. Scully

John L. Biehl is now associated with Paine, Webber, Jackson & Curtis Inc., stockbrokers. **Joseph F. Keiser** has been promoted to manager of the Long Island district of McNeil Laboratories and received his master's degree in marketing from Adelphia University, Garden City, N.Y. **Albert W. Rostien** has been appointed manager of the Olney office of the Pennsylvania State Employment Service. **Frank J. Scully** has been named a vice president of the Reuben H. Donnelley Corp.

'50

Edward J. Stremmler

Richard Becker was promoted to administrative assistant to the superintendent of District 3 of the Philadelphia School System. **Robert J. Sankey** is chairman of the New Jersey Right to Life Committee, Haddon Heights. **Edward J. Stemmler,** M.D. has been appointed dean of the School of Medicine of the University of Pennsylvania.

'51

Frank J. Mauer

John J. Lyons has been appointed general sales manager by Superior Tube Co., Collegeville, Pa. **Frank J. Mauer** has been appointed manager in the casualty-property claim department at the Newburgh, N.Y., office of The Travelers Insurance Companies. **George R. Simmons** has been appointed vice president, real estate lending at the New Jersey National Bank, Trenton.

'52

Richard C. Bourne

Richard C. Bourne has been elected vice president-Life Offices of Life Insurance Co. of North America. **Samuel A. McKay** has joined the corporate staff of Swann Oil, Inc. as the firm's insurance manager.

'54

Carter T. La Vay

Geffrey B. Kelly

Brother **Geffrey B. Kelly,** F.S.C., S.T.D., assistant professor of religion at La Salle College, has been named secretary-treasurer of the English language section of the International Bonhoeffer Research and Archives Committee. Brother Kelly a summa cum laude graduate from the Catholic University of Louvain in 1972, has lectured and published extensively in the U.S. and Europe on the religious thought of Dietrich Bonhoeffer. **Carter T. La Vay** has been named market development engineer of the Commercial Development Dept. for GAF Corp., N.Y. **Vincent A. Marino** has been appointed Deputy Regional Administrator at HUD's Region III headquarters in Phila. MARRIAGE: **Gerard Majella Cullen** to Lorraine Caril King.

IN MEMORIUM

Dr. Gene Gallagher:

Despite the impressive record compiled by the Explorers, 1974-75 will go down as a year in which La Salle suffered one of its most tragic losses — team physician Dr. Eugene J. Gallagher, '47 who passed away on Dec. 29 after suffering a heart attack on the team bench in the closing seconds of its 69-64 triumph over Furman at the Sugar Bowl Classic in New Orleans.

Dr. Gallagher's untimely death was not only a great loss to La Salle where he had also been serving as acting director of Student Health Services and administrating the needs of 6,019 day and evening division students. His passing was felt by thousands of his patients who visited his offices in Oreland; by the patients at Chestnut Hill and All Saints Hospitals where he had been attending physician; by the retired and ill sisters at St. Joseph's Villa where he was assistant medical director, by the football players at La Salle and Springfield (Montco) High Schools, whom he also served, and by his many friends.

"What impressed me personally about Gene was his service to all whom he came in contact with," said Rev. Raymond F. Halligan, O.P., La Salle's athletic chaplain. "If I be allowed to paraphrase Jesus' statement in Matthew's Gospel—Gene became great among us because he became a servant—he came among

"...An Example for us all"

us to serve rather than to be served. In effect, we loved him because he loved us first."

Gene Gallagher's greatest love—next to his wife, Helen, and his two children, Maureen and Eugene, J., Jr.—was athletics. He was elected a Fellow of the American College of Sports Medicine in 1956, and served as assistant team physician of the Phillies for two years. During the 1950's he helped conduct research which eventually led to the mandatory use of the mouthpiece in today's football. In addition, he was a pioneer in the use of unlimited fluids during practices and game conditions in football and other sports.

A member of La Salle College's athletic Department since 1964, Gene Gallagher was an incredibly warm human being who devoted his entire self for others. It would be impossible to measure the good influence he had on the hundreds of athletes who passed through the college in the past decade. Most of the time he solved their problems before they knew they had them. No one will ever know the intangibles he provided. He brought a dimension to athletics that is so much needed, but rarely seen.

Dr. Gallagher, who played varsity ice hockey and wrote a column for the *Collegian* called "The Crow's Nest" while at La Salle, served in Europe as a combat infantry first sergeant under General Patton during World War II. Twice he was decorated: once in Central Europe and later during the Rhineland campaign. He graduated from Jefferson Medical College in 1951 and later served on the staffs of St. Joseph's Hospital, where he instructed in the nursing school for seven years, St. Mary's, Holy Redeemer, and Chestnut Hill Hospitals. He also served as a sports medical consultant to Hatboro, Central Bucks, and Roman Catholic High Schools.

"I guess it was fitting that he was a doctor, someone who could answer people's physical needs," said Joe Batory, who served as La Salle's sports information director for five years. "But Doc was certainly much more than that. Doc Gallagher was the essence of goodness, love and humanity, a highlight in a dismal world, an example for us all. I loved that guy!"

"Gene was a person whom you just don't replace," said Jack Conboy, La Salle's athletic director. "He was a friend and a confidante who had the ability to relate to kids. He meant to much to us for his *preventive* medicine as well as his medical *treatment.*"

"We could spend hours talking about him," said Frank Corace, '64. Gene Gallagher was always there to help. He always had time to listen. As a young fellow growing up, this was important."

"La Salle is a good school and I had many good classroom experiences, but Gene Gallagher meant more to me than any teacher I had there," said George Paull, '67. "There wasn't a phony bone in his body."

"He was a real friend who could be 'one of the guys' when he had to be or when you needed him," said Harry Carpenter, '65. "He did more for us than we'll ever know."

Naturally, one who worked closest with Gene Gallagher was basketball coach Paul Westhead.

"You know it's strange," says Westhead. "But I frequently sense that Doc Gallagher is still here with us. I often felt that way when it was time to get the team together at the Palestra or at practice. It used to be that when one of the ballplayers had a bad knee, or the flu, or a fight with a girlfriend, I would just channel him to Doc Gallagher and the problem would be solved. Now when this happens, I realize that Doc Gallagher isn't with us anymore.

"Gene Gallagher's greatest asset, though, was his total impact on the entire team. He was *completely* involved with the players. They recognized he was *for real.* Athletes in general only want people who are *for real* around. Not someone who just slides in and slides out."

He will be missed.

—RSL

Varsity basketball players served as pall bearers at Dr. Gallagher's funeral on Jan. 3.

'55

Louis J. Griffin has been named vice president-sales and marketing for National Rejectors Industries, Hot Springs, Arkansas.

'57

William J. Torpey has been promoted to vice-president in charge of manufacturing of L. Mendelson Co., Inc., Furlong, Pa.

'58

Paschal (Pat) La Ruffa

Andrew J. Dehel has been appointed personnel manager at Fitzgerald Mercy Hospital. **John J. Gaworski,** a civilian employee with the Dept. of Defense, is program and budget officer for the Army's depot maintenance mission in Europe. **Paschal (Pat) La Ruffa** has been named acting director of Student Health Services at La Salle College. **Michael B. O'Hara** is director of public affairs at New England Petroleum Corp. **John P. Rossi,** Ph.D., associate professor, history, La Salle College, participated in a panel discussion on "Crime and Punishment in the Nineteenth Century" at the eighth annual History Forum, sponsored by Duquesne University, Pittsburgh. **John N. Shevillo** has been appointed manager of sales and systems education for the Burroughs Corp. DECEASED: **Richard F. Cavanaugh.**

'59

John H. Cook, a Pennsylvania Liquor Control Employee, was recently honored by Governor Milton J. Shapp for his cost reduction idea. MARRIAGE: **David Shannon** to Kathleen Tombasco.

'60

James O. Finnegan, M.D. has been appointed to the staff of John F. Kennedy Memorial Hospital, Stratford, N.J. as a cardio-thoracic surgeon. **Leonard Eugene Marrella** owns and operates a McDonald restaurant in Rittenhouse Square, Phila. **Paul M. Schofield** has been named treasurer of the Sears, Roebuck Co. **Joseph R. Walton** has been named president and a member of the Board of Directors of Abraham Lincoln Federal Savings and Loan Assoc.

'61

Les Burke

Les Burke guided Spring Garden College's basketball team to a 15-5 record, its best ever, and was named NAIA District 19 "Coach of the Year." His team also appeared in the NAIA Tourney for the first time, losing to Coppin State in the opening round.

'62

John F. Carabello D.M.D.

John F. Carabello, D.M.D. has received a fellowship in the Academy of General Dentistry in convocation services held in Washington, D.C. Marine Capt. **John F. Grossweiler** was named "Outstanding Flight Instructor of the Year" for Training Squadron Two at the Naval Air Station, Whiting Field, Milton, Fla. **Frank E. McManus** has been appointed manager of manufacturing for the Dixon Corp., Bristol, Rhode Island. **Robert J. Marr** has been appointed director of personnel at Rancocas Valley Hospital, Willingboro, N.J. **James J. Ryan** was named assistant regional commissioner for employee plans and exempt organizations in the Mid-Atlantic Regional Office for the IRS.

'63

Jeffrey I. Damsker M.D.

Jeffrey I. Damsker, M.D. who is a resident in the Radiation Therapy Dept. of Hahnemann Hospital has been awarded a Junior Faculty Clinical Fellowship by the American Cancer Society. **Eugene J. Park** has been named business manager of the *New York Post.*

'64

Richard F. Barry, III, has been named president of the Roanoke newspapers, Va. **Joseph P. Batory,** sports information director at La Salle since 1970, has been named coordinator of community relations for the Upper Darby (Pa.) School District. **Francis P. Brennan** has been promoted to manager of industrial relations at U.G.I. in Valley Forge, Pa. **William E. Cervini** has been named educational consultant for the Cumberland County Education Office, N.J. **Dr. Ihor Fedoriw** has returned to Philadelphia where he has opened an Optometry office specializing in contact lenses. **Michael J. Kennedy** has been appointed chairman of the English Dept. at Chestnut Hill Academy. **Joseph A. McDonald** has been promoted to district manager for Dun & Bradstreet, Inc., Columbus, Ohio. **Stephen J. Madonna,** Esq. has been appointed assistant prosecutor of Morris County, N.J. **Joseph F. Murphy** has been named secretary treasurer and a member of the Board of Directors of Abraham Lincoln Federal Savings and Loan Association. **Thomas R. Nicoletti** has been honored as an Outstanding Secondary Educator of America. He is currently Administrative Assistant at St. Joseph High School, Camden, N.J. **Harry J. Workman,** Ph.D. has joined the University of Hartford faculty. He is teaching an honors section in chemistry, plus classes in physical chemistry and physical chemistry laboratory. BIRTH: To **William E. Dietrich, Jr.** and wife, a daughter, Rebecca Lynn.

Richard F. Barry, III

Joseph P. Batory

Joseph A. McDonald

'65

Richard A. Colosi is the new executive director of the recently merged Big Brothers-Big

La Salle's President Brother Daniel Burke, F.S.C., Ph.D. (second from left) presents award for "outstanding achievement in accounting profession" to Donald D. Heil, '55, vice president and treasurer of Blue Cross of Greater Philadelphia, during annual awards dinner of Beta Alpha Accounting Honors Society, April 4 at the Shack Restaurant. Also honored for outstanding achievement to the profession were Terence K. Heaney, '63 (left), and John F. Dinger, '55, both partners in the C.P.A. firm of Laventhol & Horwath.

Sisters of Chester County, Pa. **Nicholas A. Giordano** has been appointed senior vice president of the PBW Stock Exchange, Inc., Phila. **Gerald M. Handley** has been named interim public defender for Jackson County, Missouri. **William L. Montrose,** an agent with Prudential Insurance Company's Collegeville district, sold more than a million dollars of insurance in 1974. **William E. Smith** has been appointed manager of a newly established catalyst studies project at the General Electric Research and Development Center, Schenectady, N.Y. **John J. Trombetta, Jr.** has been appointed a long range forcasting engineer in the corporate planning and appraisal dept. of ICI United States, Inc., Wilmington, Del.

William E. Smith

'66

Howard Dando was the producer of the recent Broadway show, *"Sgt. Pepper's Lonely Hearts Club Band."* His first Broadway production was the successful rock-opera presentation of *"Tommy."* **James J. Heath** has been assigned to L. G. Hanscom Field, Mass. from the Supreme Headquarters Allied Powers in Europe at Belgium. Capt. **Thomas A. Timmes** received a master's degree in American history at John Carroll University while on the R.O.T.C. staff there. He is now serving with the 30th infantry Division in Kitzingen, Germany. MARRIAGE: **John T. McFadden** to Mary Jo O'Leary. BIRTH: To **John F. Handley** and wife Mary Lou, a son, Timothy James.

'67

James Patrick Cain, M.D. has opened an office in family practice in Pottstown, Pa. **Dennis M. Maziarz,** M.D. has opened an office for the practice of pediatrics in Morrisville, N.J. **Edward E. Strang** has joined Southeast National Bank as an assistant vice president, West Chester, Pa. **Robert C. Streit** has been appointed an assistant treasurer of the Beneficial Savings Bank, Phila.

'68

William F. Githens

John P. McGrath

William F. Githens has been promoted to senior commercial officer, Regional Dept. of the First Pennsylvania Bank. **Vincent R. Kling,** assistant professor of German at Lake Forest College, was honored with a reception at the Austrian Consulate in Chicago. **James M. Knepp** has been appointed manager of planning and analysis for the Controller's Dept. in the Industrial Gas Division of Air Products and Chemicals, Inc. **John M. Lawlor** has been appointed marketing representative in the Philadelphia office of Cabot, Cabot and Forbes Co. **Paul McGeehan** has been named head baseball coach at Archbishop Carroll High School, Radnor, Pa. **John P. McGrath** was appointed marketing manager of chemical products in the Special Products Division of Standard Pressed Steel Co., Jenkintown, Pa. **W. Peter Ragan** graduated from Seton Hall University School of Law and has been admitted to the Bar of New Jersey. MARRIAGE: **Harry F. Kusic, Jr.** to Michal Lou Morrison. **Wolfgang A. Huhn** to Joanne M. Wasko. BIRTH: To **John M. Hartke** and wife Marie, a daughter, Megan Kathleen. To **Harry J. Weidner** and wife Jo Ann, a daughter, Lauren Marie.

'69

James Burns has been appointed to head the Middletown Family and Community Services office of the New York Catholic Charities. **George J. Cain** has been appointed manager of the Boulevard office of Beneficial Savings Bank, Phila. **Charles P. Cambell** has been promoted to claim consultant with Prudential Insurance Co.'s Eastern home office. **Louis B. Cei** is a research planner for the Virginia Dept. of Corrections and an officer in the Virginia National Guard where he edits the Guard newsletter. **John H. Crilly** has been named manager of Xerox Corp. midtown east branch in New York. **John M. Cunnane** has been named mortgage officer and assistant secretary for Trevose Savings Assn., Trevose, Pa. **James J. Doyle** received a Ph.D. degree in economics from the Pennsylvania State University. **J. Patrick Henry** has completed the requirements for the degree of doctor of philosophy in physics from the University of California at Berkeley. He is currently engaged in research at the Smithsonian Astrophysical Laboratory, Harvard University. **Leonard J. Keating, Jr.** has been promoted to commercial officer, National Dept. of the First Pennsylvania Bank. **William R. Lindewirth** is facility manager for the Division of Revenue for the State of Delaware and currently serving a two year term as President of State Office Employees Local 1385 AFSCME AFL-CIO. **Alfred J. Mauriello, II,** M.D. an ear, nose and throat, and facial plastic surgeon, has affiliated with Coatesville Hospital. **John T. Reed** has been

John H. Crilly

William R. Lindewirth

promoted to trust officer by Midlantic National Bank South. **Frederick E. Wilson, Jr.**, assistant director of student housing and foreign student advisor at La Salle College, has been named assistant director of international services at Temple University. BIRTH: To **John M. Cunnane** and wife, a daughter, Megan Marie.

'70

John C. Starbuck

Walter J. Boyle has been promoted to sales supervisor of the Pittsburgh Pennsylvania Carnation Co. **Kevin B. Curley**, Esq. graduated from Wake Forest University School of Law and has been admitted to the Pennsylvania Bar. He is presently working for community legal services of Chester County. **George T. Derenzo** has graduated from Temple University School of Dentistry and is now interning in New York City. **John T. Petruska** has been appointed to the insurance sales staff of Fox & Laxo, Inc. **David W. Hascher** has received a master's degree in engineering science from Penn State University. Brother **Jules O. Knight** has been appointed director of the Christian Brothers Retreat House in Adamstown, Md. **A. William Krenn** has been appointed an account executive in public relations dept. of Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa. **Charles R. Maratea**, Esq. was graduated from Rutgers University School of Law and has been admitted to the Pennsylvania Bar. He is presently practicing law in center city Phila. **James McKeown**, Esq. was graduated from the University of Mississippi School of Law and has been admitted to the Pennsylvania Bar. He is presently an associate with the Philadelphia firm of Goldberg and Gorson. **Thomas N. Pappas** is now marketing manager for Xerox's New England district. **Nick Staffieri**, Esq. has been admitted to the Pennsylvania Bar. He is presently a law clerk for Philadelphia's Municipal Court. **John C. Starbuck** has joined the Industrial Parks Division of Evans-Pitcairn Corp., as manager of Mid Atlantic Park, Gloucester County, N.J. MARRIAGE: **Paul J. Burgoyne**, Esq. to Peggy Statuti. **Gerald Slane** to Dorothy Gourley. BIRTH: To **Thomas Butler** and wife Pat, a son, Scott Thomas.

'71

Alfred J. Dimatties has been promoted to trust officer by Midlantic National Bank South. **James L. Gibson** has received a master's degree in library science from Villanova University. **Lawrence G. Leese** has been named senior trust operations officer in the Trust Division of Provident National Bank. **Joseph W. Mast** has been admitted to the Practice of Law in the 2nd Dept., State of New York. MARRIAGE: **Richard F. Davies** to Deborah A. Wachsmuth. BIRTH: to **Thomas Sabol** and wife Barbara, a son Thomas Andrew.

'72

Marlene Hauck has been promoted to supervisor, Mortgage Service Dept. at Beneficial Savings Bank. **Stephen J. Metague** has joined the staff of Berger Associates, Inc., engineers, planners and economists of Camp Hill, Pa.

Stephen J. Metague

Vincent M. Putiri has been assigned to the social studies dept. at Yeadon High School, Pa. MARRIAGE: **Robert Knuettel** to Geraldine Peberdy. **Joseph J. Matis** to Kathryn Davidson.

'73

Geoffrey Meyer

Robert Di Cesari has been promoted to assistant branch manager of First Pennsylvania Bank's new Morris Point office, Phila. **Geoffrey Meyer** has joined Roach Brothers as a realtor associate in Malvern. **Vincent McIlhenny** has received a master's degree in special education from Temple University and is teaching retarded trainable children at Muhr School, Phila. **Vincent P. McNichol** has been appointed banking officer at Philadelphia National Bank. MARRIAGE: **Patricia M. Jeffers** to John M. Devlin. **Eugene D. McGurk, Jr.** to **Kathleen M. Murphy. Vincent McIlhenny** to Joan Engler. DECEASED: **Stephen R. Wray.**

'74

Marine 2nd Lt. **William M. Kennedy, Jr.** graduated from the Baske School at the Marine Corps Development and Education Command, Quantico, Va. **John A. Zagorski** has been assigned program coordinator of the Bridesburg Branch of the Northeast Boys' Club. MARRIAGE: **J. William Efcavitch** to Christine Snyder. BIRTH: To **John J. Neihauer, Jr.** and wife Carolyn, a son, William Jude.

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– Epictetus (Circa A.D. 60)

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A QUARTERLY LA SALLE COLLEGE MAGAZINE

SUMMER 1975

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Is there Hope for the Middle East?

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A QUARTERLY LA SALLE COLLEGE MAGAZINE

Volume 19 Summer 1975 Number 3

Robert S. Lyons, Jr., '61, *Editor*
James J. McDonald, '58, *Alumni News*

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CREDITS—Front cover, pages 3, 4, Associated Press; back cover, Mark B. Jacobson; inside back cover, Charles F. Sibre; 1, United Press International; 19 (left), Jules Schick; all others by Jacobson.

IS THERE HOP

Israeli tank column moves across the Sinai Desert during recent maneuvers.

PE FOR THE MIDDLE EAST?

BY JAMES T. HARRIS, JR.

The U.S. has had its day at "going it alone" in the Middle East

It has become fashionable in certain circles to discuss the vexing and complex issues of the Middle East in terms of the imposition of American power—economic, political, or military. The discussion has proceeded to the "ultimate" solution: American military intervention to guarantee a continued supply of crude oil to the West. The mischief being done by these suggestions comes from precisely the same failure to come to grips with the limitations of American power that led us into the series of disastrous blunders that characterized the Vietnam War.

Many observers think that we can solve the uncertainty and frustrations of the Middle East situation with the "certainty" of American military might. As in Vietnam, it is likely that our war games theorists have badly miscalculated the nature of the enemy, the climate of the battlefield, and the complex inter-play of local and international forces that shape developments in this part of the world.

At the risk of over simplification, the basic theses of this article will be that a possible solution *must* (1) have the basic agreement of the Soviet Union and the United States; (2) provide for a visible, acceptable path to the creation of a viable Palestinian state; (3) recognize the fact that Arab oil producers represent a major world power center whose views of the kind of world they want—including, of course, the Middle East—must be dealt with on the normally acceptable basis of negotiation, compromise, and satisfaction of mutual interests; (4) provide adequate guarantees for Israel to live and prosper within secure borders with healthy and mutually profitable relationships with her neighbors—not as a client state of one or more non-Middle East powers.

We may have seen the zenith of the emotional outpourings of Jews and Arabs alike who have drawn on the history of the past two thousand years to justify their claims to the area. This article starts with the presumption (albeit not emotionally accepted) that these appeals to history on both sides are—whatever their intrinsic values—largely irrelevant in this last half of the twentieth century. The mixture of Western anti-Semitism; Zionist imperialist/nationalism; and Arab disunity, weakness, and intransigence that led to the creation of Israel and the dis-establishment of Arab populations will be, for decades, a lively subject for historians. But we do not have the luxury of waiting for the lessons from these historical judgements. We must act in the here and now to avert a catastrophic confrontation of interests which are increasingly unlikely to be resolved with each subsequent appeal to armed conflict.

The United States has had its day at "going it alone" in the Middle East. If there had ever been any doubt as to how much the Soviet Union valued its presence and influence in the Middle East, such doubts should have been forever resolved in 1970. That's when the Soviet Union for the first time in its history decided to build a foreign base outside of its traditional defense perimeter and to protect a country not contiguous to the Soviet Union. This action was partly a response to the taunting Israeli air raids deep in Egyptian territory. The Soviet's willingness to provide massive military assistance and her economic stranglehold on Egypt (despite the rebuff suffered when Sadat ordered Soviet military missions out of Egypt) were there for all to see as manifestations of its determination and interest. The Soviet fleet—although no match for the American sixth fleet in the Mediterranean, is, nevertheless, a potent reminder that our options for action must take Soviet interests and capabilities into account. It does not take a political genius, therefore, to recognize that the Soviets have every interest in assuring a state of affairs in the Middle East where their "client" states are not obliged to accept solutions—economic, political, or military—that are considered unacceptable. The rough parity of military capacity between the Soviets and the United States provides, at least, a strong suggestion that we must consider each other's views in approaching the Middle East.

The process by which the mutual interests of the Soviets and the United States are determined is a long and arduous one. The elements of mutual interest surface only intermittently in summits and other conferences. They appear in the day-to-day relationships between the various agencies of our governments, business, and cultural groups, and between our governments and the peoples of the Middle East. Thus, when the acquisition of cheap Arab oil or the use of Arab real estate to get from one part of the world to another were the chief reasons for contact between our peoples, or when the activity relating to providing a homeland for Jews was virtually the only contact that the average American had with Israel, our perception of mutual interests was myopic and dangerously selfish. This myopia afflicted both Soviets and Americans. This, of course, has been the constant criticism of other nations who—on this and other issues—resent and fear the two great powers who act as though the table of the world is set only for two. Nonetheless, the harsh truth remains that in an area such as the Middle East, where the two great powers have strong interests, a permanent peace is possible only when they are both satisfied that the proffered solution does not unduly compromise their respective positions.

Palestinians and their destiny were, for quite a while, the virtually forgotten element in the dialogues concerning

peace in the Middle East. Lip service has always been paid to the "plight of Palestinian refugees." The United Nations' assistance programs have at least put some kind of floor under the squalid existence of the hundreds of thousands of uprooted Palestinians and their biological and political progeny. Nevertheless, comprehensive analyses of the economic, social and political prerequisites for a Palestinian solution had been given little attention—even, one suspects, by the brother Arab states—until the Palestinians took up their own banner. Headed by the Palestinian Liberation Organization (PLO) under Yashir Arafat, Palestinians in desperation began to utilize those means of attracting attention to their cause which have earned the most bitter criticism in many parts of the world. Called "adventurists" and worse by the less violently oriented left and "terrorists" by the irritated Western groups, they have only achieved their vital central purpose: *to attract world attention to their existence and aspirations and to be taken in as serious and equal partners in the discussions determining the future of the Middle East and the Palestinian place and role in that future.* It may be premature to assume that this goal of the Palestinian revolutionary groups will be fully realized. But all signs point to full recognition of this fact of life, even if the dust has yet to settle on the political form that this recognition will take.

If the past fifty years have taught us anything about launching new states, it is that without the tools and materials for economic survival, the entity being created is more likely to be a cancer that will eat away at the world body politic until the sickness—if not fatal—will require radical surgery. Far too little attention, therefore, is being paid to the kind of dialogue with the Palestinian Revolutionary groups which could lead to the creation of links with national and international sources of material and technical assistance in building a new state. Money is unlikely to be a problem for any new Palestinian state. Arab sources of financial aid to developing countries—contrary to prevailing notions—have been most generous and exceed considerably such aid coming from Western sources. Thus, the problems for a new Palestinian state are likely to be the more intractable difficulties of management and technological development. The Palestinian state will be a crucible to determine how much the world has learned during the past fifty years in providing assistance to a proud and struggling people. How can people and money be put at the service of a new nation with the minimum predilections of the donor nations?

The health and survival of a new Palestinian state may depend, as well, on how quickly the scars and ravages of Arab-Israeli confrontations can be healed. Without fully accepting the self-serving propaganda, often arrogant and insensitive, coming from some Israeli sources, it can be imagined that a period of peace and the general desire to see a Palestinian state prosper can provide Israel, as well as her Arab neighbors, with unique opportunities for collaboration and service.

An Israeli artilleryman ponders the future during a lull in fighting near the Suez Canal.

In the meantime, the Western World, Japan, China, and the Soviet Union have a magnificent opportunity to pool their efforts through the United Nations to provide the basic requirements for Palestinian national survival. Palestine could just conceivably provide the opportunity for a revitalization of those functions and services of the U.N. which have gone largely unnoticed by a world transfixed by the titanic confrontations of super powers and their client states. The task could begin immediately with the acceleration of educational and training programs for Palestinians designed to provide the cadre of supervisory and managerial talent required to guide and control the array of international contributions which they will require.

Many of the nation states which have come into being during the past twenty years have suffered perhaps irreparable damage to their sense of national identity because a small, inadequately trained elite has been unable to cope with the disparate and often conflicting voices of counsel converging on them from all parts of the world. Few of these counselors are able to understand the particular needs and aspirations of a given people. It is small wonder, then, that the new states of Asia, Africa, and Latin America and their beleaguered cadres have had such difficulty in fashioning the social, economic, and political institutions which

The best interests of Israel are not being served by an approach which builds up parity rather than cuts down to it

suit them. There is no education or training, whether sponsored by Moscow, Washington, or the U.N. that can replace the processes and institutions nurtured in the soil of those to be governed.

We argue here, in the cause of the Palestinians, that they and the world coming to their aid give much more conscious thought and action to the preparation of this cadre. It will be too late to eliminate costly and time-consuming blunders after the creation of the new state. A sterile and distorted Marxist adventurism that poses for formation of cadre is no better solution than a puerile Western scoutism which flaunts free enterprise and individualism as replacements for the collective hard work, discipline, and sacrifice required for Palestinian national development.

Indeed, the wellsprings of effective social and political action may be found within the Islamic faith that animates an overwhelming majority of the Palestinian people. Palestinians are not obliged to accept the predominant Western prejudices that Islam cannot support and energize a modern industrial society. The mutual accommodation between religion and society is not the exclusive prerogative of Christianity. Aesthetic materialism is so alien to the "soul" of the Arab Moslem or Christian that the re-creation anywhere in the Middle East of the Marxist-Leninist oligarchy (á la Soviet Union or its client European states) is most unlikely. In any event, the preparation of a cadre for Palestine—though primarily the business of the representative organs of Palestine—must be a shared concern. It is none too soon for a major organization of world resources for this purpose.

It is futile to discuss a Middle East solution as though oil were of no greater significance than it was in 1948 or 1967 or 1973. Some pro-Israeli polemicists argue their case of "oil blackmail" as though the newly found ability of oil producing Arab states to coordinate their policies to pressure the West were somehow very different from the coordinate use of military or financial power that has characterized international confrontations for centuries. The cold fact is that the Arabs have found the way to use their oil to help achieve a power posture denied them by the absence of technological development. Whether that new power position is to be used with restraint and wisdom remains to be seen. Nothing they have done to date would appear to put them in a category notably different from other nations or power groups in the use of resources they command to achieve their joint or individual purposes. Until the diminution of dependence on fossil fuels for

A bedouin Arab and his camel watch Israeli tanks move through the Sinai Desert.

energy is accelerated, the oil weapon will remain formidable. The search for alternatives should be conducted in the research laboratories—not in the Pentagon.

To speculate on the degree to which petro-dollars may be used to influence world policy in respect to the Middle East raises some interesting questions. Not all of them are being asked as openly or as often as one might wish. The deliberate and indecent speed of Pentagon strategists and businessmen to sell billions of dollars worth of arms to the countries in the Middle East has been a shameful retreat from responsibility and integrity. The United States should approach the problem of balance in arms in the Middle East by *reduction* of armed forces and military equipment. Instead, we are in the process of creating another of those monsters of logic and practicality: serving peace by selling more and more arms. It should not require too much calculation to realize that this escalation, though temporarily helping us in our balance of payments difficulties, is an extremely dangerous game. It should not require very much insight to speculate that the best interests of Israel are not being served by an approach which builds up parity rather than cuts down to it.

Floating oil dollars should be used for productive enterprises within the Middle East instead of war games. Funds should be used for education and training programs for irrigation projects, for food processing, solar energy research and experimentation for roads, hospitals, and schools. The classic conundrum served up by conventional economists concerning the ability of underdeveloped nations to absorb massive imputs of capital does not consider the results of a concurrent massive effort to improve the absorptive capacity of the oil rich nations with educational and technical assistance. (Oddly enough, we seem conspicuously unaware of the significance of this logic as it applies to the ability to absorb massive imputs of military hardware and technology.)

Although it is naive to ignore the fact that the oil rich nations have asked for the arms, it is disingenuous to suggest that these requests are not based, in part, on a view of their military needs that we help create. A very substantial aid plan financed by oil rich nations primarily in the Middle East is already in gestation. The niggardly and grudging attention that this attracts in the Western media is the opposite of what a useful posture should be. The potential importance of these initiatives for the underdeveloped world is surely the equivalent of the Marshall Plan for Europe. If only these initiatives could be nurtured and expanded!

The impact of the oil/money phenomenon known as petro-dollars has already had a profound impact on the way we approach world problems. It was too long ago, for example, that Western economists rode roughshod over the attempts of third world nations to consider international regulation and control of commodity prices. It has taken the power of oil producing nations to bring the reluctant West to the table to discuss problems of control of prices and supplies of such commodities as oil and food. The oil embargo has sent a ripple of fear through the hearts of all the industrial establishments that depend on key commodities for their effective production and survival. Only a few observers twenty years ago foresaw the day that this could happen. It is obvious that not all commodities lend themselves to the same economic and political action that oil does, but the prospect of serious efforts in that direction is very sobering.

The emergence of the new state of Israel did far more to galvanize the forces of nationalism and, paradoxically, the forces of change in the Arab world, than any combination of internal forces could conceivably have done. But it is equally true that the implantation of the new state in the middle of hostile forces has had a profound effect on the quality and tone of development in Israeli economic, social and political life. The early Zionist vision of the New Society was to be blurred by the harsh realities of building a nation state surrounded on all sides by enemies bent on her destruction. There is a sense in which the ghetto mentality that characterized the existence of Jews through centuries of European anti-Semitism reaches its zenith in the national expression of international Zionism which is Israel.

World Jewish power seemed impotent against the programs of central and eastern Europe, followed by the cold and calculated genocide of the Germans. Jews were unable to challenge successfully or change the timid and hypocritical response of the West to the clear signals that the unspeakable horror which was the Nazi mind had brought science and technology to the service of racial and religious hate. The latent anti-Semitism of the predominantly Christian West made possible the closing of their eyes and consciences to the plight of the Jews up to the point that Nazi ambitions threatened to engulf all of the "civilized" world. Therefore, the Western mind should not be surprised to observe the tenacity of the hope and aspirations of Jews throughout the world linking them to Zionism and the political and military action required to create a new state.

The shame with which the period between 1945 and 1948 ought to be viewed by the West, as well as the Soviet Union, might someday produce the acknowledgement of the deep-rooted anti-Semitism which was a back-door guarantee of support for the new state of Israel since it

relieved them of the need for finding solutions within their own borders. This unpleasant reality coincided with the skillful diplomatic initiatives of Zionist forces and the growing strength and determination of Jewish immigrants in Palestine to carve a new destiny for themselves.

For many centuries the history of Western civilization has been in large measure a history of the seminal role of its Jewish minorities. They have been in the vanguard of the plastic and performing arts, science and literature; in the forefront of those challenges to complacency and the status quo which for every generation has kept alive the belief in freedom and progress. In many ways the concentration in Israel of those rich talents and the urges toward freedom and progress are deprivations for the Western world. World Jews have come to believe, however, that the cost of the dispersal has become intolerable and that a nation state which could focus the pride, capabilities and profound fear of world Jews has become a necessity.

Israel, the expression of these complex needs, was brought into being in conflict with the hopes, needs and aspirations of the Arab populations of the Middle East. These Arab populations, like the Indians displaced by the Pilgrim fathers, did not feel responsible for the pressures and pains that brought those seeking relief from persecution. Unlike the Indians, they have retained and increased their power to resist the new state of affairs. The analogy is imperfect in that Jews claim a long and continuous association with the land they now occupy. The Arabs' historical claim became the victim of superior power and organization, marshalled on an international basis.

Obviously no solution could have been acceptable for the Jewish people who settled in Israel which made them a minority in a new state. That fact made inevitable the eventual existence of an Arab and a Jewish state in Palestine. The fact also made impossible a resolution of conflicting interests on grounds other than the power to impose the conditions of a new nation. That fact is a fact of history that can only be undone at an intolerable cost to world peace.

The only path that wise and judicious Arab leadership can take is the recognition of the state of Israel and the determination to live in peace. The meaning for Israel is the development of an approach to peaceful coexistence with her Arab neighbors that places ultimate confidence in that relationship. There can be no outside guarantee, whether U.S. or Soviet Union or both, that can replace the guarantee derived from a mutally profitable relationship among neighbors. When Israel returns territories captured in 1967, as eventually she must, the loss of strategic grounds for military action should be replaced by securing diplomatic initiatives leading to economic and cultural exchange which will rebuild between the two countries the bridge which existed for centuries.

Israeli scientists in cooperation with Arab scientists may focus their considerable resources on long term joint research projects which can have enormous significance for the Middle East and the world. Imagine, for example, a breakthrough such as a cheap method for desalination of water; solar energy providing cheap cooling and refrigeration. Greatly expanded tourism with jointly coordinated tours of the Holy Land and other spots of historic, cultural, or scenic interest could provide substantial revenues. Twenty-five years ago such suggestions were considered naive. First, the hostility between Jews and Arabs seemed to preclude it. Also, it was thought by many that any scientific, cultural, or educational exchange would be so one-sided as to make them practically impossible. Today such exchanges can be envisioned since there is a more realistic attitude toward Israel's existence, a first step toward a peace settlement.

By insisting that statesmen must now look beyond a peace settlement, one does not ignore the substantial obstacles to achieving such a settlement. The work of the technicians who will map out the definitive borders between Israel and her neighbors must also include the proper public attitudes in Israel, in the Arab countries, and in the rest of the world. Israel's understandable desire not to give up strategic sites must be weighed against the probability that these sites—outside 1967 Israeli borders—would inevitably be targets of future hostilities. The Arabs must reconcile themselves to the fact that legitimate concerns for national defense mean that for the foreseeable future Israel must be prepared to defend herself against a group of nations. Both Arabs and Jews must begin immediate discussion about disarmament. Western and Soviet military strategists must cease and desist in their satanical competition to provide arms for the Middle East protagonists. This must be a fundamental principle for any summit negotiations for a peace settlement. These same summit discussions might very well begin another kind of peaceful competition for providing economic and technical aid to Israeli and Arab development agencies.

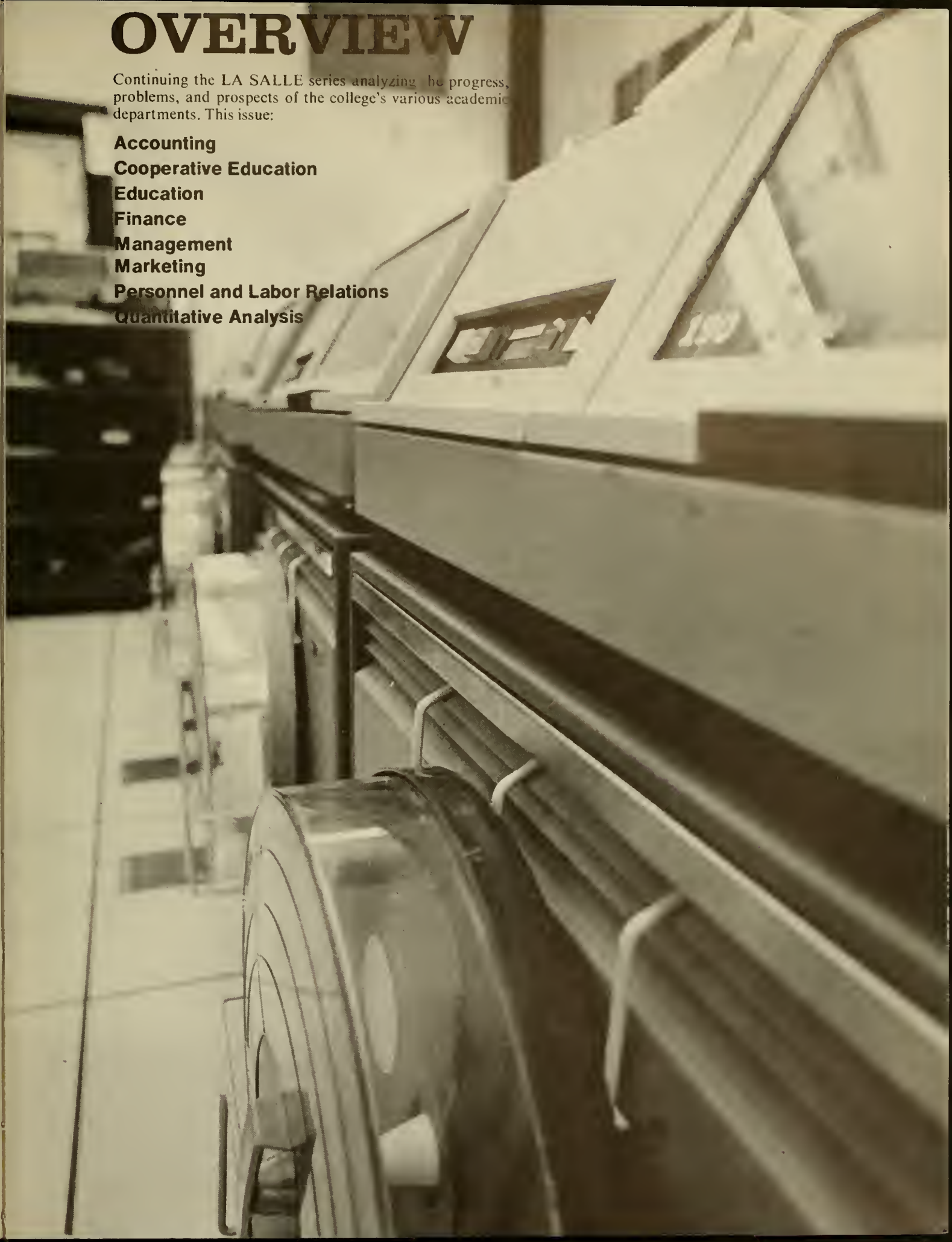
At this point, we are at the beginning of the long road to constructive dialogue, peaceful coexistence, and friendly economic and social collaboration between neighbors. The vision of Arab-Israeli cooperation in building a region which can once again be thought of as the cradle of civilization, providing food, energy, and technology for export, seems worth all the effort. ■

Ted Harris, '48 (LL.D., '64), was a Ford Foundation Research Fellow from 1953 to 1955 at the University of Cairo, Egypt. He has served as a consultant in the Middle East and Africa, on a special Presidential Commission on vocational education, and was a member of an offical delegation which visited heads of states of 12 African nations.

OVERVIEW

Continuing the LA SALLE series analyzing the progress, problems, and prospects of the college's various academic departments. This issue:

Accounting
Cooperative Education
Education
Finance
Management
Marketing
Personnel and Labor Relations
Quantitative Analysis



As they say, there have been changes made. So many changes, in fact, that if you graduated before 1970 you probably wouldn't recognize the business school or, more officially, the School of Business Administration. Not only has College Hall been renovated—replete with bright new conference rooms and offices, but no longer can you major in "general business." Now you have the choice of such "professional options" as "quantitative analysis" or "personnel and labor relations" or "management." Oh yes, you can still major in "accounting" or "marketing" or "finance," but you will be studying in an environment of greater professional orientation combining both the theoretical and applied approaches of teaching business administration.

"It's not just jargon," says Dr. Bruce V. MacLeod, who has been a member of the college's management department since 1962 and the Dean of the School of Business since 1969. "Since the curriculum change (see LA SALLE, spring 1972) we feel that we have struck the reasonable balance between the functional and behavioral approach. There is more emphasis on quantitative analysis and I think that we can take serious pride in the quality of teaching in the business school. There has clearly been an upgrading of (teaching) credentials."

Improvements made in areas of study comprising La Salle's professional preparation curriculum have been both widespread and impressive. There are exciting honors program courses like "Legal Environment of Business." There are cooperative programs with St. Joseph's leading to teaching certification in business administration and with Temple leading to a master's degree in general education. Campus speakers like banker John Bunting, oil company executive Robert Sharbaugh, and automobile executive Theodore H. Mecke, Jr., share their experiences with students as part of the college's Lindback Executive Series.

Cooperative Education has begun to flourish. Interdisciplinary study is encouraged. The marketing and finance departments, for example, offer a popular course in "International Commerce." More coeds are taking business courses. More jobs are currently available to students taking professional preparation courses. And more students, in fact, are moving away from liberal arts area into other disciplines. In 1970, about 21 percent of La Salle's incoming students registered for business. By 1974, the number had jumped to 30 per cent. In 1970, 55 per cent chose liberal arts; four years later the number had dropped to 40 per cent. Advice for improving the program is obtained regularly from the two-year-old Business Advisory Council comprised of prominent area businessmen who meet with the dean and department chairmen.

Certainly the most intriguing of the new innovations is the college's Cooperative Education Program which is supported largely by a recently-renewed $25,000 federal grant from Health, Education and Welfare's Office of Education. Since the program got off the ground in the Career Planning & Placement Bureau under the direction of Philip H. Coyle in January, 1974, some 37 students have worked for 22 different employers. Eight are working this summer including Maria Gioquindo, who has been, assigned to the Paris office of Price Waterhouse & Co.

Under the program, students can earn three credit hours a semester for their full time job. They are expected to complete the other 12 credits during the summer or at night if their employer permits it. The program is now fully operational in the School of Business (most of the participants are majoring in accounting) but Coyle hopes to expand some into the School of Arts and Sciences and Evening Division. Eventually he would like to send 50 students out to work each semester.

"We are finding that the percentage of our former cooperative students getting jobs is much higher than the student body in general," says Coyle who puts each volunteer for the program though a comprehensive orientation program. Students undergo intensive pre-interviewing counseling using the latest in audio-visual techniques to watch "typical" interviews and "role playing" situations. They also learn to write effective resumes. "Employers find that it is good business to hire 'cooperative' students," says Coyle, "because the turnover rate is less and these students tend to be more productive over the long run because they have become familiar with the (company's) operation."

Employers, who are requested to submit a lengthy written evaluation of each participant, have greeted the program with enthusiasm. So have the students. "Those who have participated think that it's the greatest thing that has happened," says Joseph G. Markmann, C.P.A., chairman of the college's Accounting Department. "The valuable experience you gain by working in a business environment can never be obtained while sitting in a classroom," says Terence J. Connors, who worked this spring for Arthur Andersen & Co. "One of the best aspects of the entire thing was the fact that I was treated as a professional and not like I was only a college student. I was given some very responsible work to do and no one was constantly looking over my shoulder to see if I was doing the work."

The "Flagship" of the Business School has always been the highly-regarded accounting department which has just about doubled in size (currently 500 sophs, juniors and seniors with some 135 freshmen due in September) in the past 25 years. "It seems that accounting majors from La Salle are quite sought after by employers," says Markmann, who has been chairman for five years and who is one of five members of the department who have enjoyed 25 years or more of service to the college. "You get all kinds of favorable comments from employers about our students."

The employment feedback has been so favorable that La Salle's accounting graduates (excluding those entering graduate school or the service) batted a phenomenal 100% in landing jobs two years in a row. Last year the recession knocked the figure down to about 80% but it's on the way back up for the 1975 graduates.

"The job market has always been good," says Markmann, "but there is a great concern about the future: Will the number of available jobs equal the growing number of students majoring in accounting? We hope that we are controlling it by our entrance requirements and hign standards."

Traditionally running second to accounting in the number of majors has been marketing which has been offered as a major field of study since 1950 and annually graduates about 70 students. "I was the marketing department all by myself until 1955," recalls George Swoyer, who will begin his 29th year at the college in September.

Courses like "International Commerce" and "Marketing Management," which incorporates actual case studies, are now taught as part of the curriculum. "There has been a change in emphasis from the old functional approach to an overview sort of situation," says Swoyer who holds an honorary doctor of humane letters degree from Combs College of Music. "We are dealing with the 'marketing concept' now, making more use of 'case' type operations instead of lecturing, 'this is how you do it.' "

Swoyer also has witnessed a gradual integration of marketing courses with other business disciplines such as finance. There is also more emphasis on preparation for 'middle management' rather than 'entry' type positions.

Swoyer has also been exploring the possibility of adding a series of what he calls "Logistics" courses at the behest of two trade associations, the National Industrial Distributors Association and National Association of Wholesale Distributors. If plans materialize, students could study such areas as traffic management, inventory control, warehousing, and protective packaging.

About 20 students are majoring in Finance under the chairmanship of Melvin F. Woods, who has been running the department since 1969 after having served as chairman of the old General Business curriculum since 1955. Woods also handles "housekeeping" chores for the real estate, law, and insurance courses.

"One reason that we don't get that many majors is the fact that the securities business went sour and the openings just aren't there," says Woods. "We have been most fortunate with placing people in banking and commerical finance and, lately, in the savings and loan business."

Two finance courses, "Corporation Finance" and "Principles of Finance," are required of all business majors, and fill about a dozen sections a semester. Moreover, the latter course has proven quite attractive to liberal arts students along with an introductory investment course. The department recently added its first "case study" course, "Advanced Corporation Finance," and has become more "math oriented," according to Woods.

"Our three new young faculty members have also had quite an impact on the department," says Woods. One of the new professors is Dr. Joshua Buch, a graduate of Hebrew University of Jerusalem who worked for a while in the securities industry. →

La Salle senior Gerald Barth-Wehrenalp, an accounting major, is working at the Teamsters Health and Welfare Fund offices in center city Philadelphia as part of the college's Cooperative Education Program.

No other department on campus has experienced as many changes as Management where some 150 majors are now able to choose from four separate tracts—operations management, organizational behavior, management information systems, or management of public systems.

"We now offer the student a greater freedom of choice," says Prafulla N. Joglekar, chairman for the past three years and a native of Bombay, India. "In addition, we are now able to tell prospective employers exactly what a student can do." Joglekar added four new courses and dropped three courses from the program within his first six months as chairman. He is especially enthusiastic about the new "Public Systems" tract which has been developed under a grant from the General Electric Foundation.

"It's quite a unique option," he says. "It's geared to more of an operational level than public administration which is more philosophical in nature."

Joglekar has made other innovations including the institution of a "Departmental Board," consisting of ten students and five faculty members, designed to develop an "awareness and sense of belonging to the department." He also re-activated the Society for the Advancement of Management after a seven year absence in the day school. La Salle's SAM chapter finished in the top ten nationally this year.

Although the number of majors has increased the past few years, the job situation for management graduates has not improved. "Management may be the only field that does not have *direct* access to a job because it's so specialized," explains Joglekar. "But once a student *gets* a job he generally moves up quickly. Perhaps we need wider exposure to prospective employers so that we can tell them just what our majors can do. The new cooperative program might help."

Management also includes courses in "Personnel and Labor Relations," known formerly as the "Industrial Relations" Department. "It took me 24 years to find out that nobody really knew what industrial relations was all about," says Charles A. J. Halpin, Jr., Esq., who has served as course advisor since 1950. "They didn't realize that we offered courses in personnel and labor relations."

Halpin has seen many changes in the field in his 30 years at the college, most of them the result of recent legislation. "The entrance of unions into the public sector in the labor relations end has been most significant," he says. "But you also have equal employment opportunity in the personnel field which includes affirmative action, the Occupational Safety Health Act, and the human relations approach now known as organizational behavior."

In keeping with current trends, courses are now offered in such areas as "Wage, Salary and Benefit Administration," and "International Labor Management Relations." Halpin, along with Dr. Robert J. Courtney, chairman of the political science department, has conducted some 60 seminars over the past four years in collective bargaining, contract administration, and affirmative action for state and municipal employees.

The newest professional option—coordinated by the Management Department—is Quantitative Analysis under the direction of Dr. Joseph R. Troxell who joined the college faculty the same year the course was introduced four years ago. The course requires a considerable amount of mathematics and, with the exception of two or three majors annually, is offered to the rest of the student body on a service basis.

One semester of statistics is required of all business majors. Such new courses as "Operations Research" have proven popular not only with business students but have attracted people majoring in such disciplines as mathematics and psychology.

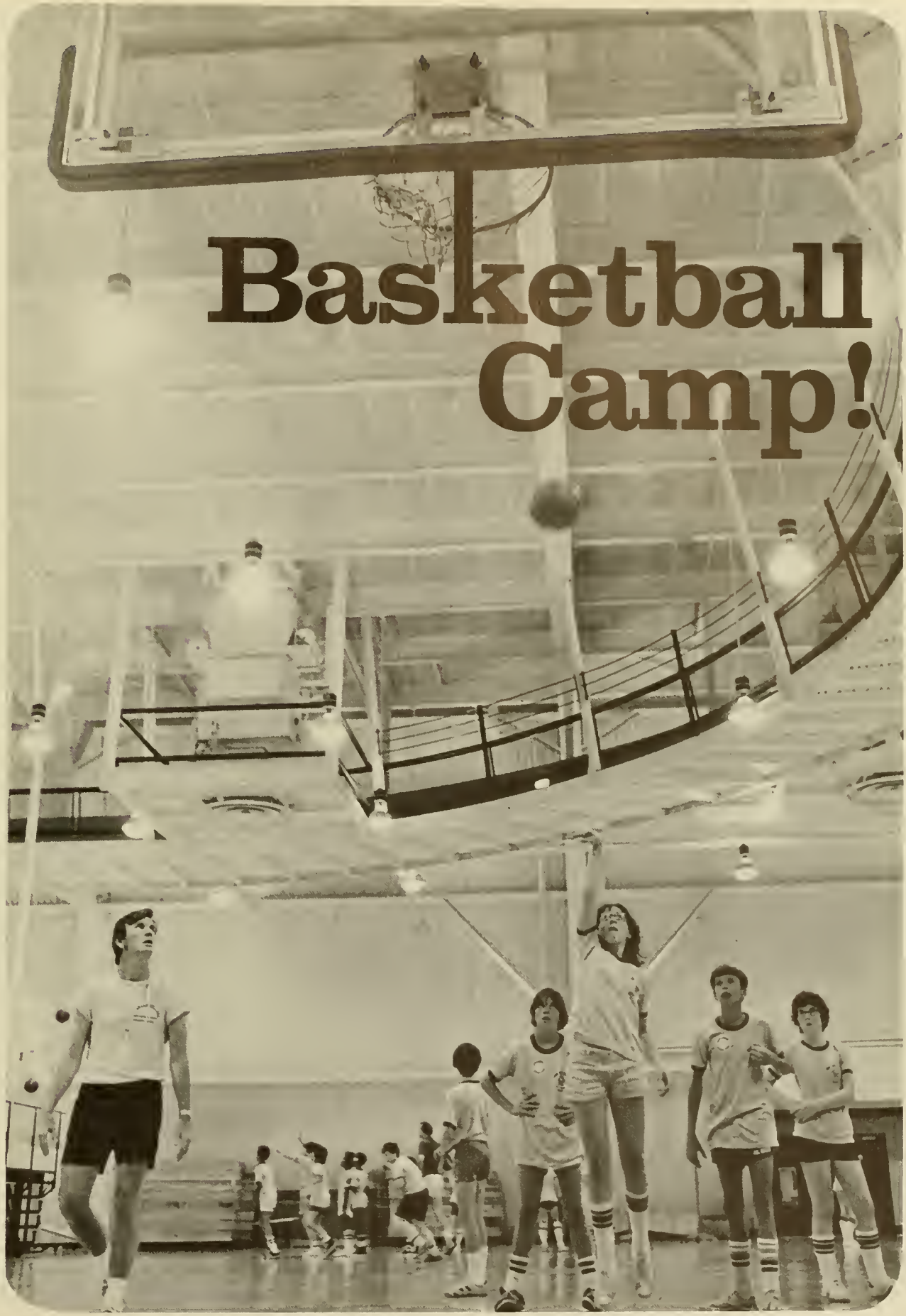
"Our majors are closely tied to management, quality control, programming or information systems and systems analysis," says Troxell. "I'd like to develop closer ties with other departments like marketing and finance for students interested in such areas as research or financial analysis. I would be willing to tailor our course to topics that are especially interesting to other departments."

One of La Salle's most vital professional preparation programs, the Education Department, continues to expand and flourish (see LA SALLE, spring 1973). "The number of education majors has doubled since we introduced those two new programs (special education and a cooperative graduate education program with Temple University)," says Brother Anthony Wallace, F.S.C., Ed.D., who recently succeeded Dr. Gary K. Clabaugh as department chairman. The college's teacher education program averages about 100 students annually with another 50 enrolled in special education.

An amazingly high number of them—79 percent—have been getting jobs after graduation, way above the 50 percent average of colleges across the commonwealth of Pennsylvania. The next few years may be difficult, however. "We know from the trend that the next few years *will* be difficult," says Brother Wallace. "It's a national trend we're considering. Naturally we're concerned but we are doing something about it. We want to make our students as qualified—and as visible—as possible. We are also purposely keeping the number of Special Education students low although we could easily accommodate two or three times as many."

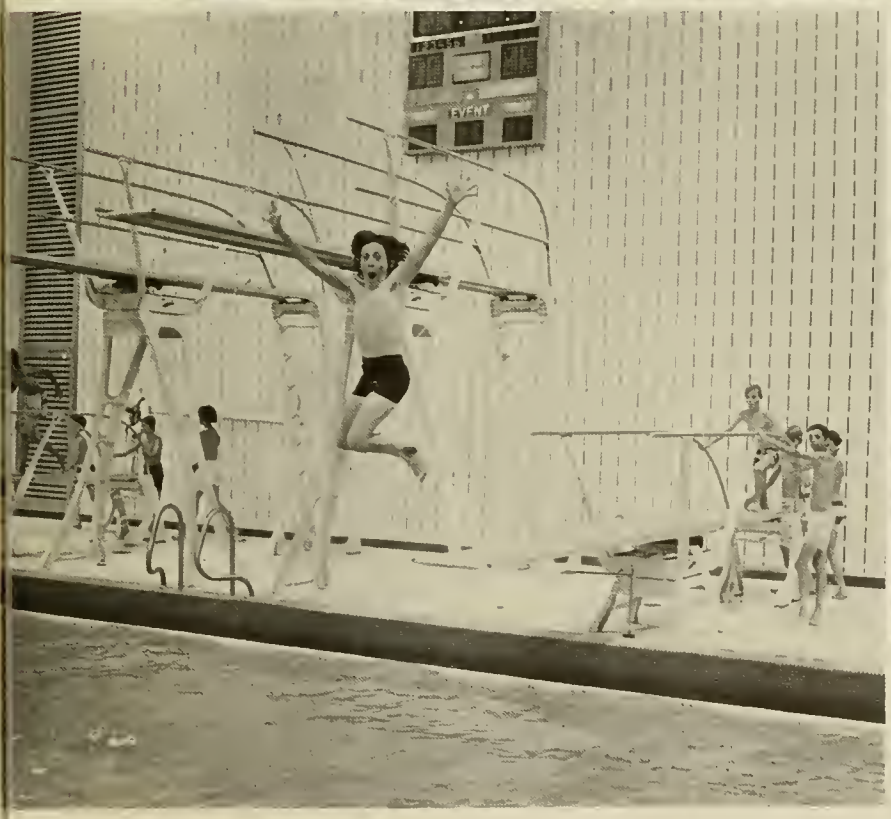
The department has been moving in a variety of other directions. La Salle recently became the only college in the Delaware Valley to receive program approval from the commonwealth for certification in Italian. An ambitious bi-lingual education program has been initiated with the foreign language department and a certification program has begun for Latin teachers in Philadelphia's Public School System. La Salle's Special Education collection in the David Leo Lawrence Memorial Library is one of the most extensive of its kind in Pennsylvania and a special "Instructional Materials Center" has been building in the college's Audio Visual Center. Courses have been added in developmental reading and geography and Brother Wallace would like to give more thought to adult education, special education for early childhood, and environmental education. ■

Basketball Camp!



For dozens of youngsters, happiness is spending a week in June learning the finer points of basketball at Paul Westhead's annual camp at Hayman Hall. There's plenty of instruction from Westhead, himself, (preceeding page) and assistants like Dave "Lefty" Ervin (above) and Joe O'Connor (far right). For variety, there are dips in Kirk Pool and refreshing juice and lunch breaks. And this year, for the first time, girls!

PAUL
WESTHEAD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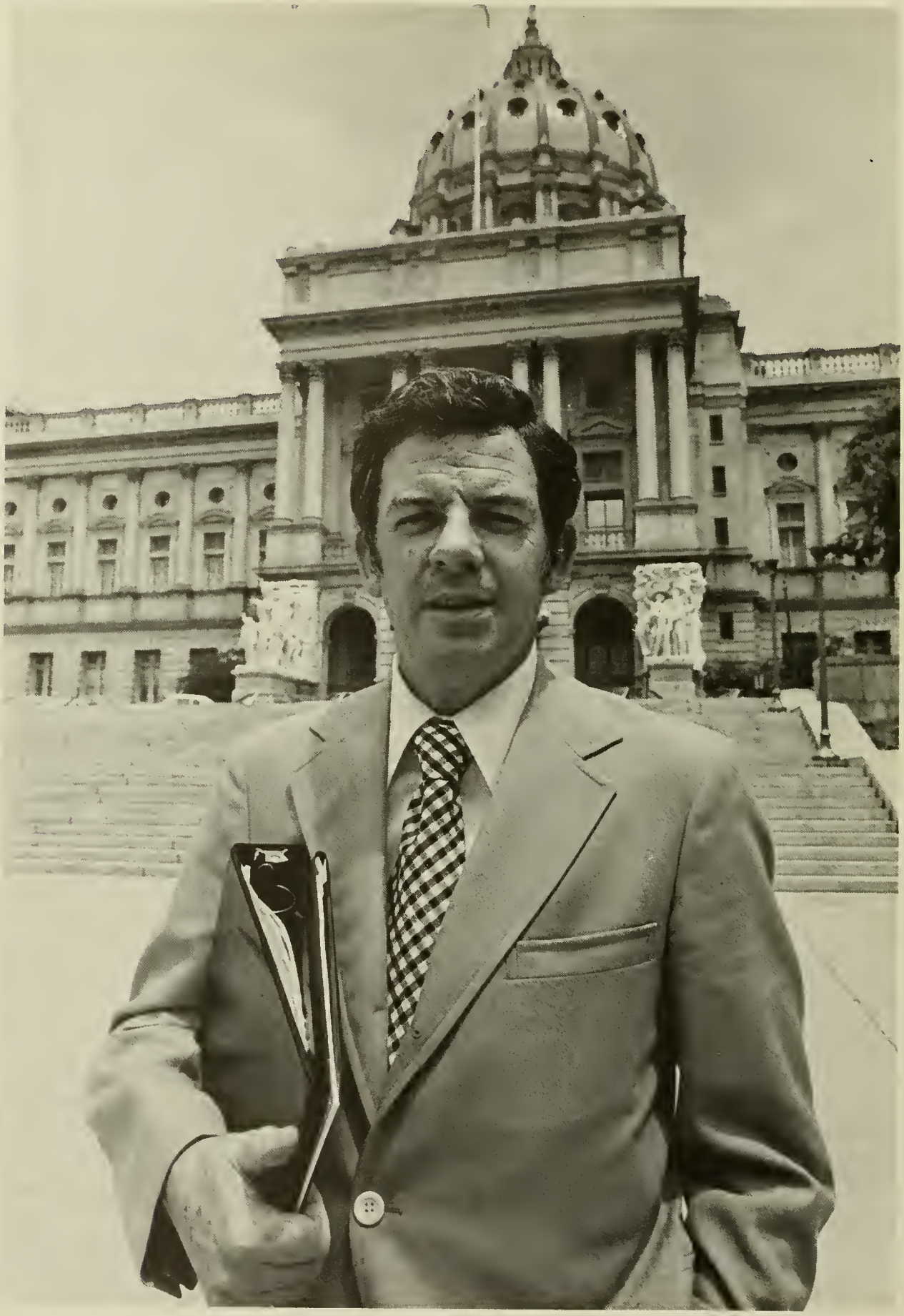

NOW WE HAVE A FRIEND IN THE BUSINESS!

As Pennsylvania's first Ombudsman, Jim Curran, '48, spends his time cutting the bureaucratic red tape

"Now You Have a Friend in Harrisburg," says one of the advertisements inserted periodically by Pennsylvania's Department of Commerce in the commonwealth's major metropolitan newspapers.

The "friend" is James F. Curran, '48, who has become Pennsylvania's first official "Business Ombudsman" when Governor Milton Shapp created the relatively unique position on Nov. 17, 1971. Ohio is believed to have been the first state to employ an official ombudsman; Maryland introduced one shortly after Pennsylvania appointed Curran.

The first ombudsman was appointed by Constitutional decree in Sweden in 1809 and served as a legislative commissioner for investigating citizens' complaints of bureaucratic abuse. The office is largely confined to the Scandinavian countries although it has been adopted in such nations as New Zealand (1962) and has been viewed with much interest elsewhere. Functions similar to those of an ombudsman are undertaken by the Administrative Management Agency in Japan, a parliamentary commissioner in Great Britain, and various civilian police review boards in the U.S. Some of the larger metropolitan newspapers in this country are also using ombudsmen with more frequency.

The basic function of Pennsylvania's ombudsman, an office staffed by Curran and two assistants, is to assure the commonwealth's business sector of a prompt response to any questions or problems pertaining to any facet of the government. In other words, to cut the bureaucractic red tape in dealing with the 46 state agencies, departments, and commissions. The ombudsman is expected to respond to all inquiries within 48 hours or two business days.

"Sooner or later everyone running a business in this state has a problem," says Curran who has been with Pennsylvania's Department of Commerce since 1956. "Too often in the past these people got the old runaround and got burned. Sometimes they may not like the answer I get them, but at least they appreciate the fact that they *got* an answer."

Curran's staff processes about 4,000 requests a year, many of them forwarded from one of the Commerce Department's field offices in places like Scranton and Erie. His office advertises its services extensively and encourages business people to take advantage of the toll free telephone number (800-232-0664). "Private citizens" also call with their problems occasionally and Curran says that he takes care of them whenever possible.

"Many of the calls we get are small problems that can be handled easily," says Curran. "But to a guy running a business, it's not such a small thing. He sees nothing funny about it; often he feels that he's been getting ripped off somewhere along the line, and maybe he's already called a half dozen offices without any satisifaction."

One thing that Curran can guarantee the businessman is satisfaction, at least *some* kind of satisfaction. Each state agency has a liaison assigned to the Ombudsman's Office, usually at a deputy director's level. Jim is on a first name basis with all of them. "We get very good cooperation from all departments," he says. "Somewhere in that department there's an expert. We just give them the ball and let them run with it."

The most frequent requests concern regulations on new and existing businesses, tax problems, and financial assistance. One caller wanted to know how to obtain a private detective's license; another owned several acres of timberland and wanted to know the going price for black walnut wood. A while back, Curran was flooded with calls from business controllers asking about state income tax withholding regulations. An importer recently sought information on some stuffed toys he planned to bring in from Hong Kong. He abandoned the idea after Curran found that the toys didn't meet existing standards.

Curran, a combat infantryman during World War II, earned three Battle Stars and the Bronze Star in the European Theatre and was with the first U.S. Division to meet the Russians at the Elbe. He majored in political science at La Salle and at the University of Pennsylvania where he later earned a master's degree. He joined Pennsylvania's Department of Commerce in 1956 as an industrial research analyst in the Bureau of Industrial Development.

Besides serving as ombudsman, Curran is a member of the commonwealth's Hazardous Substances Transportation Board which regulates the shipment of such volatile items as explosives, radioactive material, and liquid fuel over Pennsylvania's highways. He lives in nearby New Cumberland with his wife, Cathy, and five children, two of them, Christina, '73, and Denise, '75, La Salle graduates. ■

Suzanne Pope Brooks with her husband, Harvey, and her Godchildren, Paul and Daryl.

FORMER POLICEWOMEN ENDS 13-YEAR QUEST FOR DEGREE WITH COVETED DANFORTH FELLOWSHIP

"It seems almost from rags to riches overnight."

That was the reaction of an elated Suzanne Pope when the La Salle College senior and former Philadelphia Policewoman learned that she had won a coveted Danforth Foundation Graduate Fellowship for Women to the graduate school of her choice.

Ms. Pope was one of only 25 selected from some 450 applicants across the nation. An English-Education major with a near-perfect 3.93 academic index, she plans to use the grant, renewable for a total of four years, to study creative writing at the master's degree level and American (history) Studies for her Ph.D. at Washington State University.

She eventually hopes to enter a career of college teaching and creative writing.

Ms. Pope graduated from La Salle on May 20. On May 31, she married Harvey C. Brooks, a La Salle classmate who will be joining her in graduate school at Washington State. Brooks, a sociology major, won a National Institute of Mental Health Traineeship.

"It's been like a dream," says Suzanne who learned recently that her short story, "Light Through the Ivy," has been purchased by *Essence* Magazine for publication in its July issue.

For a long time, however, it appeared that the 1958 graduate of West Philadelphia High School would never complete college, let alone attain such academic excellence or reach graduate school.

Besides attending three different colleges and holding three different jobs at various times, Suzanne also assumed the responsibility of raising two young partially-handicapped boys. She still found time to do volunteer teaching and charitable work to help underprivileged children.

"It's taken me 13 years to get that degree," says Suzanne. "Even in high school I wanted to be an English teacher. But there were times when I didn't think I was going to make it. Each time I dropped out of school I didn't think that I would get back."

Ms. Pope worked as a telephone

operator for three years after graduating from high school. She attended Cheyney State for a year in 1961-62, then worked as an accounts payable bookkeeper for Spiegel's until joining the Philadelphia Police Department in 1965. She stayed with the Juvenile Aid Division until 1972 when illness and the recurrance of a work-related injury forced her to leave the Department.

"Harvey was attending La Salle at the time and he brought me up to see Brother Christopher (then the college's director of admissions) in May of 1973," she recalls.

Suzanne had earned excellent grades both at Cheyney and at Temple University where she had taken some law enforcement courses during her Police career. She was permitted to enter La Salle's Honors Program where, among other courses, she pursued independent study in creative writing under the direction of Claude Koch, a novelist and professor of English.

With her work from Cheyney and Temple, combined with 21 credits earned by successfully completing CLEP (College Level Examination Program) exams, Suzanne completed her course work in a year-and-a-half. She is doing her student teaching at nearby Girls' High School.

She is also involved in a host of other activities:

—For the past four years she has been legal guardian of two of her God-children, Paul Roberts, 13, and his brother Daryl 12, who have both been doing well both in the classroom and in extracurricular activities despite suffering partial hearing handicaps.

—She does volunteer teaching one day a week at the Pennsylvania Advancement School, 5th and Luzerne Sts., where she also tutors a young Spanish girl.

—Since 1968, she has been founder and prime mover behind "Girls Incorporated," a non-profit organization that has provided cultural and intellectual programs for several hundred inner-city girls. She does fund-raising for the organization and also teaches a course in interpretative dancing.

—She is learning to play the guitar and grows a variety of plants in her kitchen.

—She has contributed two poems to La Salle's student literary magazine, *Grimoire;* has written for the college's *Sociological Journal,* and has written and edited newsletters for "Americans United Against Crime."

She was also named recipient of the 1975 "John McShain Award," given to the senior who has excelled scholastically and is considered by the faculty to have done the most for the public welfare of La Salle College.

La Salle starts city's first "Weekend College"

La Salle will offer Philadelphia's first "Weekend College," for persons who have been out of high school for at least two years beginning in September, it was announced by Brother Emery Mollenhauer, F.S.C., Ph.D., the college's vice president for academic affairs.

Some 50 courses will be offered in the arts, humanities, and business on Saturdays and Sundays for students who will be able to earn up to six credits a semester.

Three separate schedules will be available: by attending classes from 9:00 A.M. to 4:00 P.M. on both Saturday and Sunday once a month for three months; by attending classes from 9:00 A.M. to 4:00 P.M. on Saturdays only twice a month for three months, or by following the traditional semester schedule by attending Saturday morning and/or afternoon classes for 15 weeks.

"The weekend campus program will be of particular interest to adults who cannot fit traditional day or evening college classes into their personal schedules," said Brother Mollenhauer, who added that the "Weekend College" will be administered by Dr. Thomas Coffee, dean of La Salle's evening division and summer sessions.

The new "Weekend College" is expected to have strong appeal to out-of-town students who might be interested in more intensive instruction and fewer class days. Besides being serviced frequently by convenient local transportation, La Salle's campus is easily accessible to major turnpikes and highways.

Weekend classes will begin on Saturday, Sept. 6.

Over 1,200 men and women received degrees at 112th commencement exercises

A prominent clergyman, a television commentator, and a financial company executive received honorary doctor of laws degrees at La Salle's 112th Commencement on Tuesday (May 20) at Philadelphia's Civic Center-Convention Hall.

Brother Daniel Burke, F.S.C., Ph.D., president, conferred bachelor's degrees on some 1,180 men and women including 313 evening division students. Another 37 students received master's degrees in Religion.

"Our hope," said Brother Burke to the graduates, "especially, is that in whatever work you do, honestly and well amid the difficulties of our times, you will become real persons, great, committed human beings. Our hope, too, is that in the success and failure, the happiness and unhappiness you are sure to have in your life, you will find the unshakable, the ultimate, the utterly mysterious workings of God's Love. For that value stands above every anxiety, every disillusionment, every mad and marvellous revelation the world can offer us—and it is to this great thing that we are going forward."

Recipients of the honorary degrees were the Rev. Leon H. Sullivan, pastor of Zion Baptist Church and founder of Philadelphia's Opportunities Industrialization Center; Rod MacLeish, chief commentator of the Westinghouse Broadcasting Company (Group W), and Rolland A. Ritter, founder and chairman of the board of Ritter Financial Corp.

"It is good that we honor a pastor who

Brother Daniel Burke, F.S.C., Ph.D. (left), presents honorary degrees to Rod MacLeish, Rolland A. Ritter, and the Rev. Leon Sullivan.

has made so many acts of faith in his brothers and sisters," said the citation honoring Rev. Sullivan, "A leader who has affirmed the ability of his people in the world of work and education. It is fitting that we honor a teacher whose lessons 'will bear a fruit that will last,' a man who has built bridges between the old who dream dreams and the young who see visions."

MacLeish was honored as "A man of keen perception and extraordinary precision. A man of lucidity, whose words reveal an exemplary respect and regard for our English language, and an unerring feel for the force and majesty of that language."

Ritter's citation said, ". . . At a time when pervasive cynicism can seem to be the only possible attitude toward all things financial and corporate, it is good to know a man who has given so much of his life to others, especially to the young."

Brother Colman Coogan, F.S.C., provincial of the Baltimore Province of the Brothers of the Christian Schools, sponsored Rev. Sullivan for his degree. Dr. Dennis Cunningham, associate professor of English at La Salle and WCAU-TV commentator, sponsored Mr. MacLeish, while former Pennsylvania Attorney General Fred Speaker, J. D., sponsored Mr. Ritter.

La Salle's annual Baccalaureate Mass was held at 10:00 A.M. on Tuesday at the Immaculate Conception Church, Chelten and Ardleigh Sts.

La Salle's Army Reserve Officers Training Corps (ROTC) held its annual commissioning ceremonies for six cadets Tuesday afternoon in the College Union Ballroom on the campus.

Three faculty members receive research grants

Three members of La Salle's faculty have been selected to receive summer research grants from the National Endowment for the Humanities.

They are Drs. James E. Biechler, assistant professor of religion; Leonard A. Brownstein, associate professor of Spanish, and James A. Butler, assistant professor of English.

Dr. Biechler will conduct a study on "A Linguistic Analysis of the Peace Symbol in the Relgious Rhetoric of Erasmus of Rotterdam."

Dr. Brownstein was one of 12 professors selected from throughout the U.S. to attend a seminar at Duke University on "Comedy of 17th Century Spanish Theatre."

Dr. Butler will conduct research in England on "The Critical Edition of Wordsworth's *The Ruined Cottage.*"

Veen named new director of special activities

John Veen, the director of the College Union for the past 16 years, has been named to the newly-created post of director of special activities, it was announced by Dr. Thomas N. McCarthy, the college's vice president for student affairs.

Veen's new responsibilities will include developing tour programs for the college community, administering travel arrangements for faculty and staff, and planning conferences for campus and off-campus groups.

During Veen's tenure as Director of the Union, the tour program became a highly-successful venture. He founded and directed the College Union Committees which for several years carried the major burden of student programming, was instrumental in establishing radio station WEXP, earned a national reputation for his annual Union art exhibits, and developed various Union film series.

Dr. McCarthy also announced that the Union Director title will be dropped. The current student activities staff will assume Veen's duties.

Varsity athletes compile 92-87-6 won-loss record

A banner year for basketball, the expansion of the women's program, and strong showings by the soccer, baseball, swimming, and golf teams highlighted the 1974-75 Explorer intercollegiate sports calendar.

La Salle's sixteen varsity squads posted an overall record of 92-87-6 (.514). The men's varsities compiled a 71-49-4 (.592) log, while the women's program, only in its third year of existence, showed a 21-38-2 (.356) cumulative mark.

District 2 Coach of the Year Paul Westhead's cage squad dominated Eastern basketball for nearly three months as the Explorers won 16 of their first 17 games. They gained national recognition by capturing two major holiday tournaments, the Dayton Invitational and Sugar Bowl Classic, and were ranked as high as 7th by the AP.

La Salle dethroned Penn as Big Five champion and also annexed the revamped East Coast Conference (formerly MAC) crown to earn an NCAA tournament berth.

A heartbreaking, overtime loss to Syracuse in the first round of the playoffs saw the Explorers finish with a 22-7 record, their best record since 1968-69.

Two high-scoring forwards and a classy backcourt sparked the squad, Westhead's best yet. Honorable mention All American Joe Bryant and Bill Taylor, La Salle's 4th all time leading scorer, provided the punch up front and the backcourt duo of All Big Five guard Charlie Wise and Glenn Collier proved to be one of the best in the East.

On the soccer front, Coach Bill Wilkinson's booters posted their fifth consecutive winning record (6-4-4) and won the ECC's first Eastern division title with a 5-0-1 mark.

Another nonpareil performance by junior goalie Rich Hoffman, who allowed only 16 goals in 14 games, highlighted the Explorers first soccer championship in history. Hoffman in one stretch registered 638 minutes of scoreless goaltending (spanning two years).

Seniors Brad Bentz and Jim Harkins and sophomore Fred Lauterwasser anchored the solid fullback line, while the scoring was evenly distributed among eleven players, led by junior Bill Powell (6 goals).

Gene McDonnell's diamond nine broke several long-standing records and finished with a 15-10 slate, which equalled the La Salle mark for most wins in a season, set in 1966.

All ECC first baseman Tony Chapman established a new mark for most hits in one season (41) and paced the Explorers with a .394 batting average.

Other glowing performances came from freshman outfielder Bruce Reiprich, whose nine home runs and 36 RBIs were both new records, and sophomore catcher Bob Sarcewicz, who batted .357. Reiprich finished second in the nation in home runs and RBIs.

Sixteen La Salle records also went out the window during the swimming season as Jack Lumsden's mermen splashed to a 7-5 record and a second place finish in the ECC championship meet.

Junior Jeff Hurley set new marks in the 100 and 200 yard backstroke,

Brother Daniel Burke, F.S.C., Ph.D., accepts $10,000 capital grant from the Gulf Oil Foundation from Francis R. O'Hara, Esq., '54, assistant general counsel of Gulf. The grant will be used for landscaping and improvements of the western entry of the campus.

Actress Geraldine Fitzgerald (right) took time off from her starring role in "Long Day's Journey Into Night" at the Walnut Street Theatre to share some dramatic insights with Dennis Cunningham's speech & drama students on campus during the spring semester.

covering the distances in 53.46 and 1:56.52 respectively.

Sophomore Ralph Ehinger also broke two records; he swam 1:00.91 in the 100 yard breaststroke and 2:15.54 in the 200 yard breaststroke.

La Salle's third double record-breaker in '75 was freshman Tom McKeon, who set new standards in the 200 yard freestyle (1:45.17) and 500 yard free (4:51.30).

Another individual mark fell when senior Bob Halligan clocked a 52.52 in the 100 yard butterfly.

Captain Jim Finegan, Joe Galie, and Rich Lownes helped Jack Connors' golf contingent to a 9-5 record, the team's best since 1965.

Although not a banner year for Ira Davis' track team, Kevin Brown finished fourth in the ECC cross country championship and rewrote the La Salle 5 mile record with a time of 26:04.

Tom Reynolds placed second in the javelin in the ECC outdoor championship meet and Rich Stephans won the conference 440 yard dash title with a 48.2 effort.

Vince Madden's crew team showed potential early in the year (the heavyweight eight finished 4-2), but both varsity boats were eliminated in the trials of the climactic Dad Vail championships.

Number one singles man Cliff Raben, Tom Helnick, Ken Foti, and Frank McKee provided the highlights for Rich Cohen's 3-8 tennis team, which again faced a schedule loaded with scholarship-stocked teams.

The newest addition to the expanding women's program was a track team, coached by Tony Hinton. The team compiled only a 2-4 record but received a superlative performance from sophomore La Vonne Neal.

Miss Neal, ranked third in the nation in the 100 meter hurdles, was undefeated in her specialty until the National Collegiate championships in Oregon. Her meet-best qualifying time in the trials was negated by a collision in the finals, which caused her to finish out of the money.

Coach Eleanor Snell's field hockey team, led by two-year capitain and MVP Sally Harper, posted a 5-5-2 record, for the most wins in the squad's brief history. Senior Judy Blanco and junior J. J. Di Paola also chipped in with outstanding efforts.

The volleyball team, coached by Marge Kriebel, jumped out to a 5-1 record but lost its final five contests and finished with a 5-6 mark. Captain Azeb Tekie, MVP Mary Ann Pantano, and Maureen Rafferty were Explorer stalwarts.

MVP Judy Haegle, who served as captain and played first singles for the tennis team, and the first doubles tandem of Tricia O'Hara and Sue Roth led Ken Hill's tennis squad, which finished 1-3.

Janice Fellman's swimming team suffered through a 1-8 season but was sparked by impressive performances from diver Betsy Thornton and captain (and Most Valuable Swimmer) Ginny Muessie.

The basketball team started strong but a tough schedule and a series of midseason coaching changes saw the hoopsters, who finished the season under women's athletic director Mary O'Connor, end with a 5-7 slate. Captain Anne Marie Shervin, who led the team in scoring, and MVP Vicki Little, were bright spots.

Eleanor Snell's third year softball team, with MVP Karen Donchetz and Judy Hentz leading the way, won its first two games ever but still dropped five contests to end with a 2-5 mark.

ALUMNI NEWS

'26

Francis J. Braceland, M.D. has been named a visiting professor at the University of Connecticut. His William C. Porter lecture, "Taking Care of the Caretaker," delivered at the 81st annual meeting of the Association of Military Surgeons of the United States in San Diego, was printed in the May, 1975 issue of *Military Medicine*.

$32 **'32**

DECEASED: **Frederick W. Lauria**, D.D.S.

'35

James C. Giuffre, M.D. has been awarded the honorary degree of doctor of humane letters by the Pennsylvania College of Podiatric Medicine.

43 **'43**

Edgar C. Smith, M.D. has been elected president of the staff of Mercy Catholic Medical Center.

'44

Andrew F. Jannett, M.D. has recently been appointed a full colonel in the U.S. Air Force Medical Corps and will serve in the capacity of general surgeon in an Air Base Hospital in Germany. **Rev. Augustine J. Seidenburg** has been appointed an honorary prelate with the title of "Reverend Monsignor."

'48

James T. Harris, Jr.

James T. Harris, Jr., has been named director of business development in Africa and the Caribbean for Sanders & Thomas, Inc., consulting engineers.

'50

John H. Byrnes has been named vice president-operations of F&R Lazarus Co., Columbus, Ohio. **Robert Ehlinger** has been named assistant to Commissioner Phil Woosnam and director of public relations of the North American Soccer League, Dr. **Harry P. Quinn**, assistant to the Philadelphia superintendent of schools, was appointed deputy superintendent of the Centennial (Pa.) School District. **Alexander E. Rodi**, D.O., has been elected vice president of the New Jersey Association of Osteopathic Physicians and Surgeons. **Robert J. Sorensen**, M.D., has been recertified by the American Board of Internal Medicine. **Edward J. Stemmler**, M.D., has been appointed dean of the School of Medicine of the University of Pennsylvania.

51 **'51**

Walter J. Hynek has been appointed vice-president of Johnson & Johnson, Chicopee Plant, New Brunswick, N.J. **J. Philip Nolan**, M.D., has been named president of the medical staff of Holy Redeemer Hospital.

'52

Edward F. Burns is a member of the House of Representatives in Harrisburg from the 18th legislative district (Bucks County). Commander **Francis Grillin** has been named commanding officer of his Navy Reserve Unit in Lewes, Del.

53 **'53**

James Sanzare returned from a three week visit to the People's Republic of China where he studied urban affairs in Peking and five other cities in Manchuria. He was one of the few Americans allowed a second visit.

'55

James J. Morris

DECEASED: **Stanley J. Kirsch. James J. Morris** has been named a vice chairman of the board of directors of Continental Bank. **Charles Burke** has joined the News Department of New Jersey Public Television and is currently co-anchoring the New Jersey News Report.

57 **'57**

DECEASED: **James E. Rose. Charles L. Daley** has been appointed executive vice president of the Associated Mortgage Companies, Inc. **Charles M. Lodovico**, C.P.A., has been elected senior vice president of administration and finance of Lewis & Gilman, Inc., Phila. **Alfred R. Murter** has been promoted to Virginia zone manager of Food Fair in the Norfolk-Richmond area. **Donald C. Robinson** has been appointed assistant manager of the customers service department of Philadelphia Electric Co. **Edward M. Sullivan** has been named vice president and chief financial officer of Gino's, Inc.

Gindhart Elected Alumni President

Joseph M. Gindhart, Esq., '58, was elected president of the college's Alumni Association by the group's Board of Directors on May 22. He succeeds John J. McNally, '64, who served for the past two years.

Richard H. Becker, '50, was elected executive vice president; William J. Leimkuhler, '65, vice president; Thomas A. Sabol, Esq., '71, secretary, and John P. Gallagher, '62, treasurer.

Joining the newly-elected officers and the five most-recent past presidents on the 17 member Executive Committee of the Board will be the following men and women, also elected at the May 22 meeting:

Joseph J. Sweeney, '54; Daniel E. McGonigle, '57; James J. Kenyon, '63; Frank C. Corace, '64; Terence K. Heaney, '63; Catherine A. Callahan, '71; and William J. Oakley, Jr., '67.

'59

Anthony P. Finamore

Anthony P. Finamore has been appointed director of management engineering for the recently constructed 350-bed acute care health facility, Allentown and Sacred Heart Hospital Center. **Alvin B. Watson** has been named deputy health commissioner for the city of Baltimore, Md.

'60

Robert J. Peculski

Robert C. Mautz has been promoted to manager of marketing economics for the central marketing region of Gulf Oil Co. **Robert J. Peculski** has been named assistant vice-president and manager of marketing/communications at Wilmington Savings Fund Society.

Everything Coming Up Roses

If you've purchased any roses, azaleas, poinsettias, or any one of 1,000 various garden items, for that matter, from such outlets as Sears, Gaudios or J.C. Penny's lately, chances are that your nursery items came from A. Joseph Strohlein's Moorestown Gardens, Inc.

Strohlein, '62, a third generation nurseryman runs one of New Jersey's most unique horticultural operations (he's the only rose wholesaler in the entire state) at three sites comprising more than 40 acres in Moorestown and Mt. Laurel.

Strohlein distributes over 400,000 roses and 250,000 azaleas annually and can store hundreds of thousands of plants under glass at one time in one of the largest greenhouses in the state, a structure stretching 1 1/2 acres. His operation is so extensive that he spends $30,000 a year just for weatherproof labels and over $40,000 annually to make artificial soil. His year-round work force of 25 swells to 65 people during busy seasons.

"We have kind of a unique business," says Strohlein, who majored in economics at La Salle and acquired his horticultural expertise through on-the-job-training. "Since certain plants grow better in different parts of the country, we perform a 'middleman' function by bringing material from 20 states to New Jersey for processing. We don't actually grow that much right here."

Most of Strohlein's roses, for example, come from California and Texas; dogwood from Tennessee; azaleas from Alabama and Florida; flowering shrubs and fruit trees from Kansas and Iowa. "You're always working well in advance, planning ahead," explains Strohlein, who will order his plants from one, to three years in advance. Azaleas will be brought into Moorestown in September or October and stored for the winter for shipment the following spring. The summer flowers and shrubs are cleared off greenhouse shelves by the end of June and preparation for Christmas flowers begin.

Strohlein, an Air Force veteran of the Korean War, distributes his products wholesale as far west as Indiana and Ohio, north to Maine and Massachusetts, and south to Richmond, Va. About half of his products go to chain operations like Korvettes, Woolworth's or A&P, the rest are sold to smaller nursery operations through horticultural brokers. He has also handled such special projects as preparing trees for landscaping the New York State Highways.

Despite the Recession, people apparently are still flocking to their neighborhood garden supply center. "Business has been good," says Strohlein. "Our sales have increased 20 per cent so far and the year's not yet over."

Strohlein lives in Maple Shade, N.J., with his wife, Dorothy, and three children.

Inducted into the college's Alumni Hall of Atheletes in May were diver Pat Kennedy, '55 (left); the late Eugene J. Gallagher, M.D., '47 (accepted by his widow, Helen), and basketball star Hubie Marshall, '67.

Among classes holding campus reunions this spring were 1950 (above) and 1935. Chairing their respective committees were Robert J. Valenti (right, above) and Joseph F. Meehan (fourth from left, below).

'61

John T. Wagner

Martin J. McDonnell has been elected vice president-finance of the Westmoreland Coal Co., Phila. **James P. Meehan** has been appointed manager of the western sales division for the Johnson & Johnson Dental Products Co., Cal. **John T. Wagner** has been elected a vice chairman of the board of directors of Continental Bank.

'62

Thomas J. Lynch

William J. Lawless, Jr. has been promoted to salesman in the sales office of the Philadelphia district of the Bethlehem Steel Corp. **Thomas J. Lynch**, vice president, marketing at Industrial Valley Bank, was named "Outstanding Marketing Advertising Executive of 1974" by the Delaware Valley Chapter of Marketing Communications Executives International. **James Meehan** has his own computer service business in St. Thomas, Virgin Islands. **Charles J. Varker**, section manager for the Motorola Semiconductor Products Division (SPD) in Scottsdale, Ariz., received his company's engineer award.

'63

Stanley J. Birch has been appointed director of fiscal affairs at the Salem County Memorial Hospital, Sale, N.J. **John A. Heller** has been named vice president in charge of operations for the Commonwealth Telephone Co. **Edward S. Lindner** has been promoted to assistant cashier in the Mortgage Department of Glens Falls National Bank and Trust Co., New York. **Michael W. Park**, assistant vice president and loan officer for Commonwealth Federal Savings and Loan Association, has been elected president of the Society of Savings and Loan Officers whose membership is comprised of lending officers and affiliate members located throughout Pennsylvania, New Jersey and Delaware. **George J. Walters** has been promoted to associate director of sales development with Liggett & Myers, Inc., cigarette and tobacco division, Durham, N.C.

'64

William T. Cannon

Assistant District Attorney **William T. Cannon** has been promoted to chief of felony jury in the office of the District Attorney of Phila. **John J. Magee** received a master of arts degree in political science from Penn State University. **John R. Ousey, Jr.**, an instructor in environmental science at Delaware County Campus, has been named the outstanding teacher of the year at the campus.

'65

Benjamin J. Bertino has been appointed trust officer of The Bank of New Jersey, Camden. **Richard P. Felton** received a master of science degree in biochemistry from George Washington University. **Charles E. Gotsch**, assistant professor of social sciences at Columbia-Green Community College, has been named an Outstanding Educator of America for 1975. **Alfred J. Michini**, M.B.A., C.P.A., has formed an association of Certified Public Accountants in Pennsylvania. Dr. **Waldemar Palaitis**, of the department of science and mathematics at Mount St. Mary's College, Emmitsburg, Md., has been granted a National Science Foundation faculty research participation fellowship. **Ronald J. Valenti** has been named principal of Bishop Shanahan High School, West Chester, making him the first layman appointed to such a post in the Philadelphia Archdiocese.

'66

Edward J. Devlin has received a master of arts degree in guidance and counseling from Rider College. **Richard A. Gedaka** has been

Keeping The NEWS In Circuation

As "Single Copy Sales manager" for Philadelphia Newspapers, Inc., Anthony J. (Tony) Lavery, '48, may be the only guy in the country responsible for much of the circulation of two separate major metropolitan daily newspapers.

Lavery oversees the entire daily distribution of the Philadelphia *Daily News* and all non-home-delivered copies of the Philadelphia *Inquirer* by some 300 drivers over 10,000 outlets in the Delaware Valley. Planning through such complicated logistics creates some unbelievable headaches and necessitates constant "guessing" from day to day, but Lavery seems to have weathered the responsibility well.

"Tony may have the toughest circulation job in the country," says one of the *Daily News* editors. "He has no (home delivery) subscribers to speak of and he's subject to all kinds of problems like the weather, skyrocketing costs, union difficulties, and big news breaks that disrupt printing schedules, not to mention second guessing. But he's done a great job."

Lavery launched a home delivery program at the *Daily News* five years ago and now has 18 people under him supervising delivery to some 30,000 homes. Until the *News* increased its price to 15 cents in April, 1974, it had been the fastest growing newspaper in the country for two years in a row. Lavery also started "Operation Fresh Start" at the *News*, a program that helped some 1,100 people work toward their high school diploma by taking course work printed in the newspaper.

Lavery majored in general business at La Salle and went into the TV service business for a while before being drafted into the Korean War. Afterwards he had a choice of jobs with the *Inquirer* or with a new publishing venture, *TV Guide Magazine*. "I thought to myself, 'who would ever pay for a TV magazine,' " he recalls today with a chuckle. Anyway, Lavery spent 13 years at the *Inquirer* in various circulation capacities before becoming assistant circulation manager of the *Daily News* in 1967. When the Knight Newspaper Group took over, he assumed his present duties with the *Inquirer* and *Daily News*.

Although the hours are long (his responsibilities start with the 9:00 P.M. Bulldog *Inquirer* and continue right through the noon *Daily News* the following day), and the problems incessant (he's on call 24 hours a day either in the office, at home or in his car via two-way radio), Lavery isn't complaining.

"That's why I like it because it is such a challenge," he says. "I'm the one who must decide what sells papers and what doesn't. I'm the guy who has to establish rapport with the editors because they're concerned with news and don't really know what sells papers. Here I have real good working relationships with them."

Lavery lives in Cinaminson, N.J., with his wife, Gertrude, and two sons.

Jobs Anyone?

Any members of the alumni who might have jobs available for participants in La Salle's Co-operative Education Program are asked to contact the college's Career Planning and Placement Bureau at VI8-8300, ext. 471.

appointed an accounting officer of The Fidelity Bank. **Frank Reda** has been appointed manager, manufacturing support for GTE Sylvania, New York.

'67

Rev. **Robert J. Fritz** received a master of sacred theology degree from St. Mary's Seminary & University, Baltimore, and was ordained for the Diocese of Camden. Fr. Fritz has been assigned to St. James Parish, Ventnor, N.J. **Gerald R. Phelan** received an M.D. degree from the Medical College of Pennsylvania. **Augustin J. Schwartz, III,** M.D. announces his association with The Palm Beach Medical Group, West Palm Beach, Fla. in the practice of internal medicine, oncology and hematology.

'68

Pat S. Lerario has been appointed assistant district attorney for Montgomery County, Pa. **John P. McGrath** has been appointed marketing manager of chemical products in the special products division of Standard Pressed Steel Company. **Arthur G. Ogden** has been named football coach at Newton High School, Newton, Kansas. **Gerard Parr** received a master of social work degree from the University of Maryland at Baltimore. **Francis J. Purcell** received a Ph.D. degree in chemistry from Penn State University.

'69

Elroy W. Berkheiser received a master of engineering degree in engineering science from Penn State University. **H. Brent Blundin** has been appointed comptroller of the Community College of Philadelphia. **John H. Crilly** has been named manager of Xerox Corporation's midtown east branch, New York. **Peter Krok** was one of four Philadelphia poets who presented *"Homage to Aphrodite"*, a seasonal program of love poetry, at the Northeast Regional Library, Phila. **Joseph P. Leska** has been promoted to commodity bank officer, Girard Bank. **Owen H. Montague, Jr.** has been appointed director of the Bureau of Minority Business Development of the Pennsylvania Department of Commerce. **Joseph Ryan** has been named head track coach at Archbishop Ryan High School and The Philadelphia College of Textiles and Science. MARRIAGE: 1st Lt. **James J. Daniel,** USMCR to Patricia Ann Duncan. BIRTH: To **Joseph P. Leska** and wife Clara, a son, Anthony John.

'70

Robert J. Carr has been named field sales representative for the complete line of Butler transportation equipment and certified sanitary milk trailers and pickup tanks in New York and Pennsylvania. Brother **Jules O. Knight,** F.S.C., has been appointed director of the Christian Brothers Retreat House in Admanstown, Md. **Raymond O'Brien** has been named assistant to the executive secretary of the 41st International Eucharistic Congress. **Joseph D. Petrone** has recently opened a real estate office in Phila. **Gerald P. Slane** has recently been appointed Plant Superintendent for Rudco Ind., Springfield, Mass. **Stanley E. Swalla, Jr.,** has been appointed brokerage manager for The New England Mutual Life Insurance Co. **Peter Terpeluk, Jr.** received a master of arts degree from Rider College. **Neil Tiedemann,** C.P., was ordained to the Passionist Community in May and will study Spanish in Cochabamba, Bolivia this summer. **Dennis A. Venezeale,** Esq. has passed the Pennsylvania Bar Examinations and is practicing in Phila.

'71

DECEASED: **Robert (Ralph Maypo) Ehmer. Michael P. Miles** has been elected assistant secretary of Insurance Co. of North America. Marine First Lieut. **William S. Shannon, III,** has qualified as a pistol expert at the New River Marine Corps Air Station, Jacksonville, N.C.

'72

Robert J. Keppard

Edwin Murray, Jr.

DECEASED: **Kevin P. Burke. Marydena Dunscomb** received a master of arts degree in business education from Rider College. **William J. Gerhart** received a master of divinity degree from the Episcopal Theological Seminary, Lexington, Pa. **Robert J. Keppard** has been elected banking officer, community banking services department of the First Pennsylvania Bank. **John W. Lund, Jr.** has been appointed youth services director of the Bethlehem YMCA. **Robert J. Moy** received a masters degree in business administration from Rider College. **Edwin S. Murray, Jr.** is manager of McDonald's Restaurant at 3935 Walnut Street, Phila. **Thomas A. Schmidt** received the Liberty Leaders Award from Liberty Mutual Insurance Co. **John W. Snyder,** director of housekeeping, Harrisburg Hospital, received a merit award for in-service education given by Service-Master Ind., Inc. MARRIAGE: **Maureen E. Denny** to Eric Joseph Ludwig. **Gerald F. Riley** to Louise Frances Grosso.

'73

Harvey L. Bunch, Jr. has been licensed as a professional engineer in the state of Pennsylvania. **Alfred B. Buzzard, Jr.** has been elected assistant vice president of Continental Bank, Phila. **Mary E. Gerrow** has been appointed to the position of technical sales representative for the Mid-Atlantic district of Rohm & Haas Co. **Terrence J. Merkel** received a master's degree in education from Niagara University. **William F. Smith** has been promoted to senior banking officer, community banking services dept. of the First Pennsylvania Bank.

'74

James F. McDermott

Marine Second Lieut. **William M. Kennedy, Jr.** has completed environmental indoctrination school at Pensacola, Fla. **James F. McDermott,** sales representative for McNeil Laboratories, Inc., Phila. has successfully completed the company's basic pharmaceutical education program at the Fort Washington, Pa. home office facility. MARRIAGE: **Robert L. Starr** to **Susan A. Angulski.**

75

Steven A. Adukaitus has received a Fellowship from the University of Wisconsin.

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"And 'tis my faith, that every flower
Enjoys the air it breathes."
— William Wordsworth (1770-1850)

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